

IMPACT 2024

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Leadership Reflection

As we reflect on the past year and look ahead to the future, we are proud of the progress we continue to make in advancing strategic charitable gift planning across Canada.

At CAGP, we believe in the power of generosity to create a more just and equitable society, and our work remains firmly rooted in our commitment to expanding resources for causes and communities.

In 2024, we delivered impactful education, thought leadership, and research, alongside another outstanding national conference. We strengthened our networks across sectors, fostering collaboration that amplifies our collective impact. As always, we continued to inspire Canadians about the profound opportunity to transform charities and communities through a gift in their Will.

This momentum is only possible because of our members. Our Chapters and their leadership volunteers play a vital role in bringing our mission and bold new vision to life. Our national committees and Board members at both CAGP and the CAGP Foundation provide the governance and guidance that sustain our vitality and future success. We are also deeply grateful to our volunteers, donors, and our dedicated staff team, whose expertise, passion, and hard work drive us forward

We prepared in 2024 to enter a new strategic planning cycle for 2025–2029, and the result was an exciting new Vision: A more generous and just society, and under the purpose of our updated Mission: To expand resources for causes and communities by educating, advocating, and increasing equitable access to charitable gift planning. Our core strength remains our members and the networks we cultivate—because collective engagement leads to greater impact.

At an ongoing time of political and global uncertainty, when vital DEI efforts are being questioned or even dismantled, CAGP stands firm. We know that diversity strengthens us, and we are motivated and guided by renewed Values of Belonging, Generosity, Equity, Leadership.

We look back with pride, and ahead with optimism, determination, and gratitude for everyone who shares in this mission. Together, we will continue to grow and strengthen the field of charitable gift planning, unlocking even greater generosity for the causes and communities we serve.

With gratitude and humility,

Geoff Graham & Ruth MacKenzie

feel Mith Markey



Geoff GrahamChair of the Board of Directors



Ruth MacKenzie President & CEO

CAGP Board of Directors

Geoff Graham, CFRE Chair

Serena Hak Vice-chair

Danzel Pinto Treasurer

Kathy Arney Secretary

Maya Ahmad

Michael Blatchford

Christine Kang

Claude Lestage

Jen Pederson

Véronique Salibur

We are also grateful to Heather Powers who completed her time on the CAGP Board in 2024.

Land Acknowledgement

Our staff, operations, work, and network depend on traditional Indigenous territories to provide us physical space, sustenance, safety, and community to work, live, and play.

Our physical office is located in Ottawa, on the unceded, unsurrendered Territory of the Anishinaabe Algonquin Nation whose presence here reaches back to time immemorial. We recognize the Algonquins as the customary keepers and defenders of the Ottawa River Watershed and its tributaries. We acknowledge that our ability to live and work on these lands today is a direct benefit of policies of expulsion and assimilation of Indigenous peoples during the time of settlement and Confederation, and since. The harms of these policies are many and are still being felt in Indigenous communities today. We express gratitude towards the Indigenous peoples who have and will continue to steward these lands. We commit to amplifying the voices of Indigenous peoples and working against the everyday forces of white supremacy and colonialism present in the nonprofit sector.



2024 **Highlights**

Education

In the past year CAGP had the pleasure of offering 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. We are thrilled to report that 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—an indication of the strong interest in our programming.

Our Webinar Wednesdays series continued to thrive, providing valuable insights in both English and French. Furthermore, we proudly delivered nine "in-house" gift planning training sessions and speaking engagements tailored for charities and professional advisor organizations.

1733 Total engagements with CAGP education in 2024

Conference

The 2024 CAGP National Conference on Strategic Philanthropy was held in Ottawa, Ontario, where 430 delegates gathered from across Canada. The theme was "Convergence of Generosity". In addition to an exceptional array of educational opportunities, delegates also experienced an early morning fire alarm, which led to an unexpected outing in the snow and comparison of pajamas!

The topics discussed at the conference have reinforced CAGP's commitment to diversity, equity, and inclusion in our initiatives, as reflected in our new strategic plan. We were also proud to introduce a quiet space for attendees to unwind, pray, meditate, or and we warmly welcomed everyone to Ottawa with a refreshing non-alcoholic mocktail.

We were also pleased to welcome a new 'Friend of CAGP' and to induct a recipient of the **Lifetime Achievement Award**



Friend of **CAGP 2024** Robert (Bobby) Kleinman



Lifetime **Achievement** Award **Ken Ramsay**

Membership

CAGP continued to see a positive uptake in membership throughout the year. We had 1,474 active members as of December 31, 2024 and over 300 new members joined the organization throughout the year. We also had an incredible response to our biennial Member Survey which will help to inform many initiatives in the coming years.

1474 322

Active members as of December 31, 2024

New members ioined

36

"New fundraiser" members

Organizations have group memberships

Members are Will Power partners, both charities and advisors

2024 Highlights

Government Relations

The expertise, analysis, and network of professionals on the CAGP Government Relations Committee continue to provide immense value to CAGP members. Their work ensures that tax policies incentivizing charitable giving—especially complex strategic giving approaches—are continuously monitored, advocated for, and refined where necessary to enhance their efficiency and accessibility.

In 2024, the CAGP Government Relations Committee remained focused on federal legislative changes related to the Alternative Minimum Tax (AMT). Initially introduced as part of a broader federal government effort toward fairer taxation, the 2023 amendments raised concerns within the charitable sector, as they posed a risk to significant charitable gifts.

Thanks to the advocacy efforts of CAGP and others in the sector, these changes were put on hold and ultimately resulted in a partial victory. The donation tax credit for AMT purposes was increased from 50% to 80%, reducing its impact on charitable contributions. Furthermore, proposed adjustments to capital gains inclusion rates in the 2024 budget have alleviated previous concerns about large capital gifts triggering AMT liabilities. As a result, most gifts will no longer be affected. All related legislative changes were approved by December 31, 2024.

CAGP also participated in the annual Charities Day on the Hill, hosted by Imagine Canada. This event provided an excellent opportunity to engage with elected officials, government representatives, and peer charitable organizations involved in public policy and advocacy.



Will Power

Since the inception of the 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 Will Power advertisements.

We are thrilled to share that 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 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 a 2.5x increase in actions taken on our charity and partner pages. We have also successfully connected over 380 donors who are contemplating a gift in their Will with the charities they are considering.

Looking ahead to 2025, we are eager to launch a new advertising campaign aimed at engaging the next generation of legacy donors. Stay tuned for updates on this initiative and the unveiling of our new Will Power website!

Chapters

VANCOUVER ISLAND

Alli Cheng

Jineane Eason

Brian Irving

Emma Kirkland

Cheryl Onciul

Patrick Smith

GREATER VANCOUVER AREA

Kate Bake-Paterson - Co-chair

Kerry Shillito - Co-chair

Carla Banfield

Robert Hamanishi

Nicole Jeschelnik

Erika Kinast

Tracey Lundell

Tiffany Lusher

Chantelle Ohrling

Shahriar Pedram

Katherine Smart

Vincianne Tricand

Rich Widdifield

Louis Yu

BC INTERIOR

Colleen Cowman - Chair

Sasha Carter

Suzan Goguen

ALBERTA NORTH

Christy Soholt - Co-chair

Laura Svajlenko - Co-chair

Ian Currie

Lisa Dayanandan

April Grindheim

Matt Mandrusiak

Barb Noble

Tracy Zuk

ALBERTA SOUTH

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Kaleigh Goehringer - Co-chair

Whitney Bawel

Jeff Evans

Sheelagh Mercier

Dawn Miller

Whitney Rosborough

Christina Stein

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Candace Boersma

Raissa Bugyi

Steven Guenther

Jen Pederson

Stacey Schewaga

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Amy Mohr

Trina Owens

Crystal Schmalle

MANITOBA

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Kathryne Cardwell

Florence Carey

Janice Feuer

Matthew Gardner

Elena Grinshteyn

Fayaz Hasan

Jackie Markstrom

Patrick O'Connor

Beth Proven

Monica Sigurdson

Blair Smith

Susan Yakabowich

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Karen Momotiuk Chapman

Mike Flanagan

Lisa Kolody

Camille Armour Ross

LONDON

Vicki Hayter - Chair

Gord Baptist

Sheila Daniel

Kim Malcolm

Sarah Morkin

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Lana Dadson

Landon Jennings

Lynn Whetham

NIAGARA GOLDEN HORSESHOE

Amanda Braet

Joan Cosby

Carrie Gemmell

Kristina Manzi

Peter McKinley

Jenn Walsom

GREATER TORONTO AREA

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Richard Lefebvre - Co-chair

Marisa Barlas

Samantha Barr

Julie Brown

Janice Correa

Clara Eta

Abdesh Furmah

Ann Gorwill

Serena Hak

Karen Hudson

Gwen Noble

Eric Patterson

Jayne Whitfield

Sarah Zachariah

Chapters

OTTAWA

Megan Doyle Ray - Chair

Paul Brousseau

Rachel Degreef

Leah Eustace

Nadine Fowler

Betty-Anne Howard

Ines Huang

Tina Labelle

Katie Loftus

Erin Meisner

Mitch Miller

QUÉBEC

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Gina Di Filippo

Samar El Soufi

Mélanie Fontaine

Lucille Grimard

Marie-Noëlle Guay

Jeremy Hampson

Catherine Huard

Natalia Kistruga

Mariska Labarre

Sylvain Ladouceur

Claude Lestage

Kim Laporte Phaneuf

Julie Roy

Catherine St-André

Laurence Tremblay

ATLANTIC CANADA

Glenn Stewardson - Chair

Katharine Berrington

Toni Croft

Liz Finney

Jordan Fisher

Geoff Graham

Kathryn Levandier

Terri Mann

Kayleigh Perkins

Emily Smith

Celina Stoyles

Karen Theriault

Committees

GOVERNMENT RELATIONS COMMITTEE

Nicole D'Aoust - Chair

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Malcolm Burrows

Terrance Carter

Nicola Elkins

Mark Goldbloom

Geoff Graham

Elena Hoffstein

Robert Kleinman

Kate Lazier

Brenda Lee-Kennedy

Janice Loomer-Margoilis

Ruth MacKenzie

Susan Manwaring

Brenda McEachern

Elizabeth Moxham

Grant Monck

Jill Nelson

Michelle Osborne

Jen Pederson

Heather Powers

Amanda Stacey

Silvia Ugolini

Ross Young

NATIONAL EDUCATION COMMITTEE

Florence Carey - Chair

Kathy Arney

Claude Drouin

Ryan Fraser

Geoff Graham

Erin Kuhns

Claude Lestage

Ruth MacKenzie

DeWavne Osborn

Michelle Osborne

Sharon Redsky

Kerry Shillito

NATIONAL MEMBERSHIP COMMITTEE

Jen Pederson - Chair

Igor Fernandes

Carmela Guerriero

Christine Kang

Lara Kinnear

Henrietta Lam

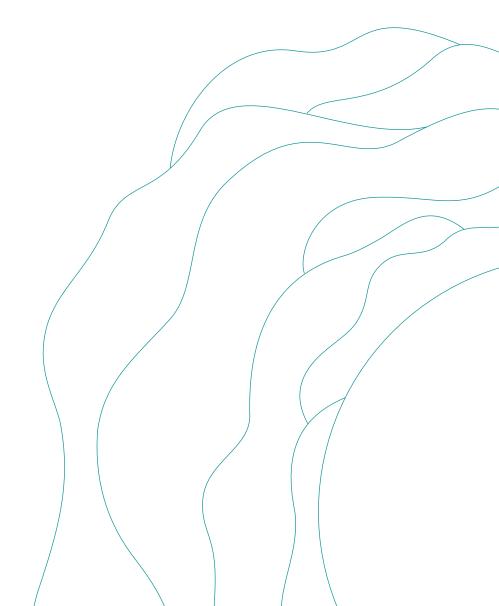
Clare Levy

Terri Mann

Sarah Morkin

Paul Nazareth

Laura Svajlenko



Funders & Sponsors

Abundance Canada

Aqueduct Foundation

Advocis

Athena Wealth & Legacy Solutions

BC Children's Hospital Foundation

Blackbaud

BMO Private Wealth Management

BMR Group

Benefaction Foundation

CAGP Foundation

CAGP Ottawa Chapter

CanadaHelps

Canada Life

Canadian Donor's Guide

Cardinal Capital Management Inc.

Carters Professional Corporation

CFRE

Chavender

CHEO Foundation

CIBC Private Wealth Management

CI Assante

DLA Piper

The Donor Motivation Program®

DonorPerfect

Ecological Gifts Program,

Environment & Climate

Change Canada

Environics Analytics

Epilogue

The Foundation WCPD

Giftabulator

Global Philanthropic Canada

GoodWorks

KPMG Family Office

Mann Lawyers

McMillan Vantage

Miller Thomson LLP

Mission Fundraising

Myriad Canada

Norton Rose Fulbright Canada

PGgrowth

PearTree Financial Services Ltd.

PhilanthPro Solutions Inc.

Private Giving Foundation – available through TD

RBC Wealth Management Royal Trust

Raymond James Canada Foundation

Retirement By Design

Willfora

Gratitude Report

Report from the CAGP Foundation

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.

Our mission

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

Commitment

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**.



CAGPFoundation Board

Michelle Osborne - Chair

Barbara Chambers - Vice-chair

Ninette Bishay - Treasurer

Amanda Stacey - Secretary

Jill Nelson - Past Chair

Liz Finney

Grant Monck

Jaya Mootoo

Brad Offman

Ricky Piedrahita

We are grateful to Beth Proven and Marcella Zanella, who completed their time on the CAGP Foundation Board in 2024.

Additional CAGP Foundation volunteers

Nicola Elkins

Roger Lee

Donors & Supporters

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

LEGACY DONORS

James Dunne

Berna Gülmisâl

Serena Hak

Michelle Johnson

Ruth MacKenzie

Chelsea McIntvre

Paul C.S.C. Nazareth

Jill Nelson

Charles O'Neil

Beth Proven

Doug Puffer

Keith Thomson

Gillian Whyte

Neil Williams

MULTI-YEAR PLEDGES

Benefaction Foundation

Blackwood Family Enterprise

Services

Florence Carev

Carters Law Firm

The Donor Motivation Program

Donald K. Johnson

Jackie Markstrom

Margaret Mason KC

Grant Monck

Charles O'Neil

Power Corporation of Canada

Darren & Monika Pries-Klassen

Saskatoon Community

Foundation

Victoria Foundation

MONTHLY DONORS

Maya Ahmad

Kathy Arney

Deborah Bauder

Jennifer Benedict

Yolanda Benoit

Ninette Bishav

Michael Blatchford

Joel Bray

Beth Cairns

Kim Cavener

Barbara Chambers

Jennifer Chegus

Fli Clarke

Colleen Cowman

Megan Doyle Ray

James Dunne

Nicola Elkins

Emelita Ervin

Leah Eustace

Janice Feuer

Liz Finney

Nadine Fowler

Carrie Gemmell

Geoff C. Graham & James B. Tee

Betty-Anne Howard

Erin Kuhns

Tina Labelle

Clare Levy

Greg Lichti & Garth Norbraten

Katie Loftus

David Love

Ruth MacKenzie

Susan Manwaring

Paul & Chastity Nazareth

Jill Nelson

Brad Offman

Michelle M.B. Osborne

Jen Pederson

Ligia Peña

Ricky Piedrahita

Justin Pilon

Heather Powers

Maurice Prevost

Beth Proven

Doug Puffer

Véronique Salibur

Amanda Stacev

Anne Thibodeau

Andrew Valentine

Jennifer Walsom

Ross B. & Alison Young

Marcella Zanella

ANNUAL DONORS

Priscilla Balan

Nicole Bedard

Peter Bennett

Malcolm Berry

John Blachford

Kimberlev Blease

Joan Blight

Heather Borrelli

Stephanie Bray

Yolanda Bronstein

Christine Brown

Malcolm Burrows

Theresa Butler-Porter

Jennifer Button

Laura Byl

CAGP London Chapter CAGP Manitoba Chapter

Doris Cameron CanadaHelps

CIBC Private Wealth

Daniel Clapin

CN Railroaders in the Community

Tracey Comeau Jessica Cranmer Barb Crisp Keith Curtis Claude Drouin Mia Dunn Samar El Soufi Andres Escobar

Leila Fiouzi

Daniel Frajman

André Franche Ian Fraser Sherri Freedman Georgiana Gamboa Christie Geen-Difede Daniela Gheoculet John Gormaly

Carmela Guerriero Serena Hak

Aidan Halley

Sherri Grosz

Vicki Hayter Nicole Herdman

Elena Hoffstein

Christine Kang Peggy Killeen Lara Kinnear

Robert A. Kleinman & Alice Herscovitch

Sarah Kreplin Catherine Labate Henrietta Lam Caralen Law Kate Lazier Elizabeth LeClair

Richard Lefebvre

Claude Lestage Prestina Li

Kirstin Ling Conny Lo

Frank Lockington

Janice Loomer Margolis

Diem Luong Tiffany Lusher Danièle Mackinnon Meredith Meads Karen Ming-Sun Gordon Moir Marilyn Monson Jaya Mootoo Christi Musico

Sara Neely Meredith Nelson

Susmita Neville Gwen Noble

Jaymie Oakes Ramona Oss Genane Peniak James Perkins Danzel Pinto

Lydia Potocnik

Cancer Foundation Private Giving Foundation

The Princess Margaret

Janine Purves **RBC** Wealth

Management Canada

Christopher & Alison Richardson Thomas G. Riglar Danielle Robinson Ann Rosenfield Karen Sanchez Lesia Skyba Karen Sparks

Lauren Stamhuis Shannon Stuart

Danielle Sutton

Jasmine Sweatman

Mehvish Syed

Syd Taylor

Charlene Taylor

Tina Tehranchian Toronto Foundation

Connie Tsui

Hannah Tsui

Meg Tubman

Ashley Vekeman

Julie Wade

Stephen Webb

Jennifer Whitby

Jayne Whitfield

Jessica Wroblewski

Susan Yakabowich

and three anonymous donors

"It's hard to put into words how grateful I am to CAGP and its incredible community. February will be my seventh year leading Legacy Giving here at the University of Guelph. When I 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. It's a privilege to now give back to CAGP by volunteering with the GTA chapter, participate in their mentorship program to share my knowledge, and to make this donation."

- Jayne Whitfield

Financials

For the year ended December 31, 2024

	National Office	Chapters	CAGP Foundation	Total 2024	Total 2023
REVENUE					
Will Power campaign memberships and sponsorships	\$ -	\$ -	\$ 1,022,471	\$ 1,022,471	\$ 1,268,132
Conference	636,485	-	-	636,485	553,523
Membership fees	409,688	-	-	409,688	373,156
Donations	-	-	352,450	352,450	322,532
Education courses and designation program	34,797	-	294,285	329,082	342,434
Interest and other	36,081	12,774	32,177	81,032	78,407
Leave a Legacy and other sponsorships	-	44,747	-	44,747	6,412
Job postings	30,350	_	-	30,350	36,250
Chapter events	-	26,696	-	26,696	47,806
	1,147,401	84,217	1,701,383	2,933,001	3,028,652
EXPENSES					
Will Power campaign	-	-	1,051,515	1,051,515	903,750
Personnel	478,252	-	240,339	718,591	727,403
Conference	496,207	-	-	496,207	501,639
Professional fees	197,004	-	10,774	207,778	186,045
Administration	54,744	41,461	32,001	128,206	136,573
Website impairment loss	57,397		60,585	117,982	-
Meals, travel and accommodation	17,360	-	67,667	85,027	99,268
Fundraising	-	-	74,390	74,390	69,366
Chapter events	-	41,041	-	41,041	34,727
Memberships and honorariums	7,858	-	20,205	28,063	27,521
Rent	10,798	-	7,199	17,997	17,450
Leave a Legacy	-	4,614	-	4,614	-
	1,319,620	87,116	1,564,675	2,971,411	2,703,742
NET REVENUE (EXPENSES) BEFORE INTER-FUND REVENUE AND EXPENSES	(172,219)	(2,899)	136,708	(38,410)	324,910
Chapter grants	(44,259)	44,259	-	-	-
Conference bursaries	23,965	(23,965)	-	-	-
Management fee	143,593	-	(143,593)	-	-
Management fee - Will Power	11,958	-	(11,958)	_	-
campaign Sponsorship	10,500	-	(10,500)	_	_
NET REVENUE (EXPENSES) FOR THE YEAR	\$ (26,462)	\$ 17,395	\$ (29,343)	\$ (38,410)	\$ 324,910

ABOUT US

JOIN US IN MAKING THE WORLD A BETTER PLACE THROUGH STRATEGIC CHARITABLE GIVING!

Igor Fernandes

Digital Communications
Specialist

Laurie Fox

Campaign Director, Will Power

Nancy Ho

Campaign Manager, Will Power

Peggy Killeen

Development Director, CAGP Foundation

Lara Kinnear

Manager, Membership

Erin Kuhns

Manager, Education & Training

Caralen Law

Conference & Event Planner

Clare Levy

Director, Strategic Communications & Network Engagement

Ruth MacKenzie

President & CEO, CAGP
/ Executive Director,
CAGP Foundation

Jaymie Oakes

Administrative Assistant, Finance & Donor Relations

Tara Sandler

Vice President, Education & Partnerships

Vikrant Singh

Digital Marketing Manager, Will Power

Dana Thomson

Executive Assistant

