

The Path to Increasing Charitable Gifts in Wills in Canada

For too long, conventional wisdom has told us 5% of Canadians creating a gift in their Will is an upper limit to be satisfied with. But, what if it is actually just our base to leap from?

1

Nearly 90% of Canadians have a Will by age 75
No need to focus on Will writing! Canadians are already doing this.

2

86% of Canadians know they can make a charitable gift in their Will
No need to focus on educating Canadians about gifts in Wills.

3

63% of Canadians say they are not interested in leaving a gift to charity
Their #1 objection? They fear a gift to charity will mean their loved ones have less. Alleviate this fear.

4

1/3 of Canadians are Interested – 31% – this is a critical mass!
*They "want to help the charities they care about continue the good work."
Who are the most interested? Ages 35-50 and 65-74. Focus on these groups first.*

5

62% of those interested are giving it serious consideration
*Generally aged 65-74, and planning the last changes they intend to make to their Will.
BUT, they've identified two main obstacles:*

6a

Deciding which charity to name in their Will
INSPIRING Canadians to consider YOUR charity is key!

6b

Talking to their family about it
Provide guidance and inspiring examples for how families can discuss the option together.

Help supporters overcome their two major obstacles

JOIN THE JOURNEY to move Canadian gifts in Wills forward
*For details on what CAGP is doing, visit **WillPower.ca***

Donors have tremendous potential to bring about major change for the better – let's help them do it!

Comparing Planned Giving Potential in Canada

If 5%, 10% or 20% of Canadians leave a gift in their Will.

\$481,250,000

\$962,500,000

\$1,925,000,000

Based on average gift size of \$35,000
Based on average of 275,000 deaths in Canada per year



Download the full report at:
bit.ly/2020legacyreport