

**CAGP · ACPDP**<sup>™</sup>  
CANADIAN ASSOCIATION OF GIFT PLANNERS  
ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFIÉS

CAGP-ACPDP Annual National Conference  
Diversity and the Spirit of Giving

# The Changing Face of Canadian Philanthropy

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# Change is Constant



*The only thing that does not change is that at any and every time it appears that there have been 'great changes'*

**- Marcel Proust**



# The NEW Influences of Change

- **NEW** social, political or economic conditions
- **NEW** technology
- **NEW** money
- **NEW** ideas
- **NEW** leaders
- **NEW** scrutiny or rules

# The Challenge

**Integrating the changing nature of Canadian society** into our programs to **expand** and **diversify** our support

# Our Community

- Who do we serve
- Who should care about us
- What kind of relationship do they want
- Foundations/Corporations/Individuals

# Understanding Diversity

## Demographic Trends in Canada

- *Statistics Canada 2006 Census*

**31.2M** Canada's population

**16%** Total population that is a visible minority

**45%** of Torontonians are visible minorities today.

**44%** Of Greater Toronto Area residents were born outside of Canada

# Stats Canada Projects by 2031...

- The **diversity** of Canada's population will **significantly increase**
- **1 in 4** people will be **foreign-born** and diversity will also grow among the Canadian-born population
- Between **29-32% of Canada's population** could belong to a **visual minority group**
  - For Toronto, visible minorities will likely make up 63% of the city's population

# Stats Canada Projects by 2031...

- **71% + of all visible minorities will live** in Canada's three largest census metropolitan areas: **Toronto, Vancouver and Montréal**
- **1 in 3** newcomers to Canada will follow a **non-Christian** religion
- The number of people having a **non-Christian religion is expected to double to 14%** of the population
- The population with **Christian beliefs will decline to 65%** as the number reporting **no religious affiliations will increase to 21%**



# Women and Philanthropy

- Anchors of community
- Strong leaders of tomorrow
- Strong social networking
- Hands-on leadership

# Leadership

- Defines organizations
- Chairs/CEO's/Program leaders
- External vs. Internal focus
- Succession planning



# The Revolution of Communications

- Welcome to the digital age
- Consumer groupings
- Value based decisions
- The Brand building challenge
- How corporations are responding

# Communicating Effectively



**4.5%** Growth in online fundraising from 2008 to 2009

**58%** Of donors research an organization on the web before they consider making a gift

**40%** Of people discover brands on Facebook, and

**34%** of those people visit the organization's website before making a donation



# Core Value Proposition

- What do we stand for
- The need to focus (avoid mission drift)
- Marketing and communications
- Why people give is different from what you do

# Accountability

- The Charitable Paradox
- What the standards are
- What the public thinks
- Key Performance Metrics
- How do you invest in innovation/manage risk

# Governance

- The Charitable Paradox
- What the standards are
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# Thank you

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