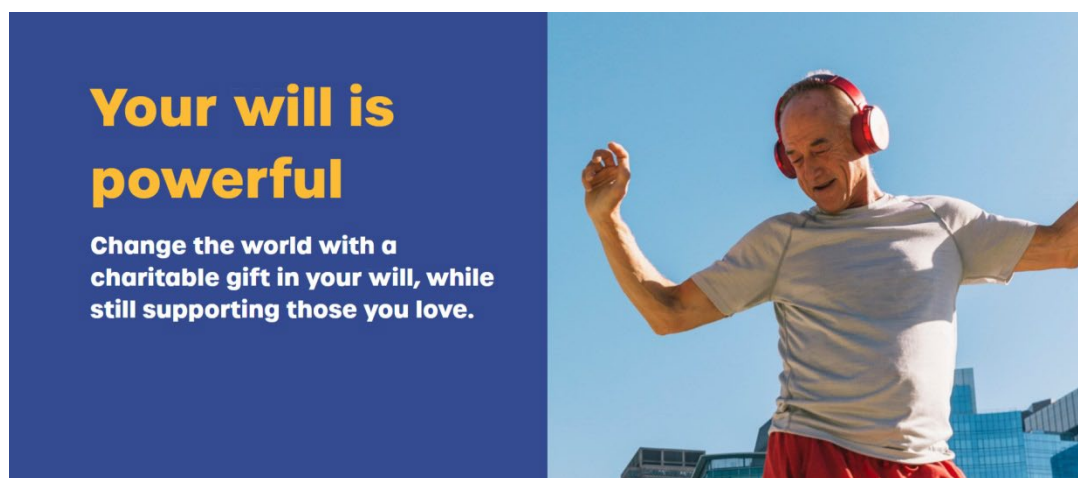




Will Power



Want to be part of an innovative will planning promotional campaign that brings donors, advisors and charities together? Join Michael Garron Hospital Foundation and the Canadian Association of Gift Planners (CAGP) in the new [Will Power](#) campaign.

Leaving a gift in a will to charity turns the ordinary Canadian into an extraordinary philanthropist. Yet only 5% of Canadians do this.

Will Power is the biggest campaign in CAGP's history to make gifts in wills the social norm. Our goal: to inspire **\$40B in gifts to charities by 2030**.

CALU approved

CALU is making sure that all advisors who are partners in the Will Power campaign have access to best practices on how to have philanthropic

conversations with clients, including the types of assets to use. CALU has generously sponsored a free CAGP gift planning training session for Will Power advisor partners in June.

[Learn more](#) about how to become a Will Power advisor partner.

Professional Advisor Breakfast



Virtual Professional Advisor Breakfast

Wednesday, May 19, 2021

9:00 - 10:00 a.m.

via Zoom

Last call!!

The last day to register to ensure we can arrange for delivery of your breakfast meal is **May 10**.

See the agenda and register [here](#).

From the Heart



Now is a great time to consider giving a gift [From the Heart](#) to directly support our transformative redevelopment project. As a symbol of our gratitude, you'll be recognized as part of the [From the Heart](#) art installation, an eye-catching piece that will enhance our new Ken and Marilyn Thomson Patient Care Centre, opening in 2022.

You or your company can be profiled.

Please consider this for yourself and share with your clients.

Avoid taxes by giving stock



Another tax season is behind us. Did you have clients who are looking for ways to save on taxes this year? Donating appreciated stocks and securities is one of the best ways to save taxes and maximize giving. [Read](#) how Joan's advisor helped her.

COVID-19 Vaccine update



Visit our [website](#) to learn about East Toronto Health Partners' COVID-19 Immunization Plan.

Frontline update



MGH's school outreach team develops playbook to help health care

organizations support schools in safe operation of in-person learning. Click [here](#) to read the article.

A history of CAGP advocacy – important tax changes

FOR OVER 25 YEARS, CAGP HAS BEEN A VITAL AND ACTIVE VOICE ADVOCATING FOR A TAX AND LEGISLATIVE ENVIRONMENT THAT STRENGTHENS CHARITABLE GIVING AND BUILDS A CULTURE OF PHILANTHROPY IN CANADA

Visit [CAGP website](#) for an infographic and detailed outline of their advocacy over the years.

Charitable Gifts of Life Insurance



Just Released! CAGP guidance on gifts of life insurance. Click [here](#) for helpful guides for donors, advisors and charities.