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AFP OTTAWA CHAPTER

Welcome to Our New Chapter President Timothy J. Kluke, CFRE •

It is with great pleasure that we announce Timothy J. Kluke, CFRE as the new AFP Ottawa Chapter President.



Tim brings over 17 years senior fundraising leadership to AFP Ottawa from a cross-section of the charitable sector including health care, international development, education, and the environment. Tim is currently President and Chief

Executive Officer of the Royal Ottawa Health Care Foundation where his goal is to shift the model of fundraising from Direct Marketing and Special Events to a more balanced Individual Gift Model and launch the largest Capital Campaign

in support of Mental Illness in Eastern Ontario.

Tim is a Certified Fundraising Executive (CFRE) and a graduate from the Business Administration, Marketing program at St. Lawrence College in Kingston. In 2002 Tim was nominated for an Ontario Premier's Award as St. Lawrence's Outstanding Business Alum. Over the course of his career as a consultant and staff member, Tim has assisted numerous not-for-profit organizations in Canada and the U.S. raising over \$200 million.

When Tim isn't busy raising money and leading his newly formulated team at The Royal or assuming his role as the President of the AFP – Ottawa Chapter, he enjoys spending time with his wife Angela, son Braedon, 6, and daughter Lilly, 17 months. Tim can also be found on the golf course or cottage - time permitting.

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As of February 12, 2005

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*President & CEO
Royal Ottawa Healthcare Fndtn*

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National Arts Centre Foundation*

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*Campaign Director
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*Executive Director
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Ellen Ewert, CFRE

*Chief Development Officer
National Arts Centre Foundation*

Chapter Administration

Joanne Thurlbeck

AFP, Ottawa Chapter



AFP Ottawa Chapter

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THE 9TH ANNUAL AFP OTTAWA CONFERENCE

*'Successful Fundraising
Is Not An Illusion'*
May 18th, 2005
Centurion Conference
and Event Centre

As the title of the 9th-Annual AFP Ottawa Conference indicates, "Successful Fundraising Is Not An Illusion." However, there definitely is an element of Magic in our profession.....the Magic of making a difference in the communities in which we live! We hope you will join us at the Centurion Conference and Event Centre to be inspired by our keynote speaker, Roy Mlaker, President and CEO of the Ottawa Senators Hockey Club, take in the dynamic line up of track sessions and enjoy a surprise or two.

Please mark the conference
date of May, 18th, 2005
in your calendars and stand
by for more information.
*Together, we can keep
the magic alive !*

Welcome to new members

Fundraising is one of the fastest growing professions in Ottawa. The competition for knowledgeable staff is almost as fierce as the competition for donations.

What is really important for those of us in the profession is that we keep up on the latest issues in the business of fundraising.

AFP is the world's largest and most successful organization for fundraising professionals and shows just how serious it's members are about the profession. AFP

members want to be ready to answer the tough questions and deliver the best possible results for their organization.

The Association of Fundraising Professionals, Ottawa chapter, is one of more than 150 AFP chapters in North America and one of eleven in Canada. The international focus is important, but the place where all of us can really benefit from AFP is right here at home in our own chapter.

WE WELCOME ALL NEW MEMBERS WHO JOINED US IN 2004;

Serge Arpin

Assistant VP, Dvlpmnt & Alumni
Carleton University

Mrs Jannine Atkinson

Fund Development Coordinator
Habitat for Humanity - NCR

Heather Badenoch

Community Relations
Citizen Advocacy of Ottawa

Jason Billows

Associate Development Officer
National Arts Centre Foundation

Trish Bongard Godfrey
RCPSC**Cheryl Bourgeois**

John M Bouza, CFRE
Bouza & Associates Inc.

Julie Breuer

Development Officer
Great Canadian Theatre Co.

Fiona Brown

Director of Resource Development
Planned Parenthood Federation of
Canada

Hana Cammy

Director Ottawa Office
Cancer Research Society

Sharon Cardiff

Direct Marketing Associate
Amnesty International

Ms. Natalie Champagne

Community Relations & Media Coor
Amethyst Women's Addiction Centre

Christopher Clark

Strategic Planning Advisor
World Summit on the Information
Society

Mrs Gaye L Fournier

Mr. Jeff H Froggett
Senior Development Officer
The Mission

Sophie Grimard

Ms. Kristine E Henry
Mgr, Marketing & Communications
ORBIS Canada

Carl Hetu

National Secretary
Cnewa Canada

Kathryn A Hill

Executive Director
Healthpartners

Mary James

Mrs. Alison D Keys
President
Keys Direct Marketing &
Communications Inc.

Heidi Lasi

Manager, Fundraising
VSO Canada

Mrs. Amanda D Luoma

Fund Development Coordinator
Canadian Diabetes Association

Gilles Marchildon

Executive Director
Egale Canada Human Rights Trust

Mrs. Jessica Matias Hubert

Direct Response Program Coord.
CUSO

Andrea Maunder

Director of Development
Canadian Blood Services

Carol Mothersill

Manager, Faculty Development
University of Ottawa

Shannen Murphy

Development Associate
Canadian Federation for the
Humanities & Social Sciences

Ms. Christina M Nichols

Executive Director
Canadian Council of Archives

Ms. Lynne E O'Neil B.Sc.

Jewish National Fund

Karen L Oxorn

Acting Chief, Membership
National Gallery of Canada

Louise M Papineau

Administrator, Fund Development
The Royal College of Physicians and
Surgeons of Canada

Anne Pappas

Dev & External Relations Officer
University of Victoria Faculty of Law

Joanne Patrick

Fundraiser
Kemptville Youth Centre

Andrea Pavia

Senior Development Associate
Carleton University

Melvina Phelan

Administrative Officer
Canadian Nurses Foundation

Mrs. Carolyn M Piche

Director of Development
The Ottawa Rotary Home Foundation

Gary H Pluim

Executive Director
Watercan Expire

David Schiller

Retired
Royal Trust Corporation

Preston Scott

Government Relations Officer
ORBIS Canada

Jack Silverstein

Executive Director
United Jewish Appeal & Ottawa Jewish
Community Foundation

Amie Taylor

Director of Development
Causeway Foundation

Leslie Turcotte Mrs.

Senior Development Officer
National Arts Centre

Jeffrey Turner

Assoc. VP, Community Group
United Way/ Centraide

Joanne Villemaire

Senior Vice President
Ketchum Canada, Inc.

Sue Walker

Manager Resouce Development
The Arthritis Society

Ms. Lee Wallace

Development Officer
Elmwood School, Inc.

Susanne Zorzella

Development Officer
Epilepsy Ottawa-Carleton

2004 AFP Philanthropy Awards

Congratulations to the six recipients of the 2004 AFP Philanthropic Awards. These wonderful volunteers make our community a better place to live.

COGNOS - Outstanding Corporate Philanthropist
presented by Ketchum Canada

**ROBINSON'S YOUR INDEPENDANT GROCER -
Outstanding Small Business Philanthropist**
presented by Forecast Response

**JDS UNIPHASE EMPLOYEES GROUP -
Outstanding Philanthropic Group**
presented by Union Engraving and Printing Ltd.

**DOCTEURE MARIE DES ANGES LOYER -
Outstanding Individual Philanthropist**
presented by JSI Data Systems Ltd.

**MARC JOLICOEUR -
Outstanding Volunteer Fundraiser**
presented by The FLA Group

ANDREW SKAF - Outstanding Youth Award
presented by KDMC (Keys Direct Marketing
and Communications Inc.)







The Philanthropic Awards Committee would like to thank all the sponsors for their support and for making the evening a tremendous success.

The 11th Annual Phil Awards will be held in November 2005. Nominations applications will be available starting on Fundraising Day - May 12th. It's a great opportunity to recognize the contributions of your volunteers and corporate sponsors.



10TH Annual AFP Ottawa Philanthropy Awards

Congratulations to the six recipients of the 2004 AFP Philanthropic Awards, that wonderful half dozen who remind us that goods deeds grow best in fertile soil. Ottawa is a better place for having them in our city.

Sponsor	Award & Recipient
	Outstanding Corporate Philanthropist Cognos
	Outstanding Small Business Philanthropist Robinson's Your Independent Grocer
	Outstanding Philanthropic Group JDS Uniphase Employee Group
	Outstanding Individual Philanthropist Docteur Marie Des Anges Loyer
	Outstanding Volunteer Fundraiser Marc Jolicoeur
	Outstanding Youth Award Andrew Skaf



National Gallery of Canada Musée des beaux-arts du Canada



RBC Financial Group

Event organizer and host, the Association of Fundraising Professionals (Ottawa Chapter) sincerely thanks those organizations whose sponsorship and help made the awards evening so successful.

The AFP would also like to thank all those who made the event possible, including media like the Ottawa Citizen whose generosity helped spread the word. Look for the 11th Annual Philanthropic Awards next year, to be posted at www.afpottawa.ca and in the Citizen.



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“Every now and then go away, have a little relaxation, for when you come back to your work your judgement will be surer; since to remain constantly at work will cause you to lose power of judgement..”

LEONARDO DA VINCI, 1452-1519



Philanthropy day organizing committee members

The Phils organizing committee included

- Neil Leslie
- Kim Boucher
- Laurie Buske
- Bernie Forestell
- Nadine Fowler
- Mike Levin
- Bob MacDonald
- Lindsay Mandy- Kovacs
- Sara Krynitzki
- Jack Silverstein
- Ann Speak
- Joanne Thurlbeck
- Rachael Wilson
- Christine Woodbridge

Bagpiper was Corporal Emily Wall of The Cameron Highlanders of Ottawa.

Town Criers were Michael Davidson and Fraser MacKay of Canterbury High School.

Facts about the AFP Foundation for Philanthropy - Canada

Every Member Campaign .

1 The EMC is managed in Canada by the AFP Foundation for Philanthropy - Canada, a registered charitable organization.

2 The EMC helps AFP Canada strengthen the fundraising profession by supporting educational programs, scholarship and bursaries.

3 Our AFP Ottawa Chapter goal for 2004 was \$5,275

4 As of mid Dec, payments and pledges had surpassed that goal by \$26! Thanks to all AFP Ottawa Chapter members who contributed! You have helped to support and advance the profession of fundraising in our region.

5 By achieving this goal, 25% of all payments received in 2004 will be granted back to AFP Ottawa for educational programs, scholarships and bursaries to benefit our members.

6 In 2004, \$1,700 came back to AFP Ottawa from the 2003 EMC and was used to bring exceptional speakers and fundraising professionals like Tim Brodhead, Marvi Ricker, Dianne Lister and Michael Johnston to our 2004 Annual Fundraising Day Conference.

7 If you have not yet paid your 2004 pledge, (it's never too late) you may do so by using the attached pledge form, or by faxing or mailing payment to:

AFP Foundation for Philanthropy - Canada

275 Slater Street, Suite 900

Ottawa, ON K1P 5H9

FAX 613-236-1918

Tamera Mallette, Manager, AFP Canada Office

613-236-0658 tmallette@afpnet.org

8 All donors will receive a donor ribbon. Special pins, to wear with pride, are available for the following donations

Bronze Medalist	\$50 - \$99
Silver Medalist	\$100 - \$249
Sterling Medalist	\$250 - \$499
Gold Medalist	\$500 - \$749
Platinum Medalist	\$750 - \$999
President's Club	\$1000 - \$1999
Steward's Club	\$2000 - \$3499
Founder's Club	\$3500 - \$4999

9 We will be presenting donor ribbons and pins, in recognition of your support for the fundraising profession, at an upcoming AFP Ottawa event.

Education Update

"I have never let my schooling interfere with my education".

- MARK TWAIN

Education sessions are arranged for fundraisers, by fundraisers. The benefit of attending is felt by those we raise money for, directly or indirectly. Make it your priority to choose and attend at least four of these sessions. Learn from leaders – share with others.

ROUNDTABLE DISCUSSION GROUP – do you have a topic?

If you have a suggestion for topic for a roundtable discussion, please let me know at jmcmeekin@rogers.com. We are more than happy to coordinate a lunchtime meeting to facilitate discussion among fundraising professionals in an informal setting. These sessions are free.

EDUCATION SESSIONS – thanks for the feedback!

I would like to thank everyone who responded to the e-mail I sent to the membership in regards to education sessions that you would like to see. At our last committee meeting, we went through all the e-mails and have included all your suggestions into the calendar of events. Thank you for the comments and suggestions. They are greatly appreciated.

E- EVALUATION

Following each education session, Joanne Thurlbeck will be sending out an e-evaluation form. We appreciate your taking the time to fill it out and send it back to us.

As always, your suggestions on how we can better meet your education needs is welcome.

Joanne McMeekin, CFRE

Chair, Education Committee

UPCOMING EVENTS:

March 2005 – December 2005

DATE	SESSION TYPE	SESSION TOPIC
March 8th	Brown bag	Regulatory Reform – How will the new regulatory reforms affect your charity? Pam Cross
March 10th	Brown bag Bring your lunch	Audio conference – Sky High! Major Gift Strategies to Engage and Excite your donors and Prospects
March 23rd	Brown bag	Developing a budget for small to medium size not-for-profits. Laurel King
April	Brown bag	Legacy Innovation, Fraser Green
April	Brown bag	Conflict Resolution! What every professional needs to know
May	Brown bag	Top 10 tips on donor stewardship
May 18th		FUNDRAISING DAY
June 2	Brown bag	Effective Foundation grant writing, Jennifer Sequin
June 16th	AGM	Presentation to be confirmed
September	Main stage	How to identify and recruit top volunteer leadership for your organization – presented by leaders in our community
September	Brown bag	Board Development
October	Brown bag	Major gifts and Annual giving, Partners in Prosperity Joanne McMeekin, Belinda Pyle
October 5th	Audio conference	Conflicting Values- Solving Ethical Dilemmas
November	Brown bag	The War Museum Campaign – a case study
November	Brown bag	Stop procrastinating and start planned giving!
December	Education Social	Wine and Cheese at St. Patrick's Home of Ottawa Foundation

Character in Fundraising

Principle Number One: INTELLIGENCE

**ROGER RICHARD BREAULT,
MCS, CFRE**

*Fund Raising Consultants
of Alberta© and Speakers
Bureau of Alberta©*

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This article is the first of a series on the subject of seven character traits to develop to become an effective, productive and authentic fundraiser. It is written with the intent to fill a sizable gap in the formation and education of those who want to be true fundraising professionals.

“All the books that we will ever need to make us as rich, as healthy, as happy, as powerful, as sophisticated and as successful as we want to be have already been written. There is little difference between someone who cannot read and someone who will not read.” So says Dr. Jim Rohn in his book, *The Five Major Pieces to the Life Puzzle*.

Are you working smarter as a fundraiser than you were at this time last year? Intelligence in fundraising comes in many forms. The practical application of the “how to’s” of the business is just the beginning. We all know however, that mastering technique is not enough. The true measure of our improvement is personal growth.

This takes a continual and methodical commitment to learning. Books, audiotapes, conferences and speakers teach us how to become better at what we do. They inform, inspire and encourage us to raise the bar. Here is the ultimate question. What are we doing to apply this intelligent thinking?

The most common maxim of the popular philosophers, the Covey’s, Peale’s, Carnegie’s, Jeffers’ Schuller’s and Ziglar’s of this world, is to always benefit from our mistakes. Success lies hidden in error. We can all learn from our mistakes if we are intelligent about it. Every mistake we make reveals an opportunity for growth. Yet, why is it that many of us commit the same blunders repeatedly?

It’s simple. We lack the clarity to see where we have gone wrong and secondly the discipline to mend our ways. Character lies precisely in the promise to ourselves and to our respective employers to become continually better.

Much has been written and said about it, but in the end, it all boils down two golden rules. We are all intelligent enough to reflect on what we have done and what we do daily. Recording our actions aids to interpret our actions. Some of the greatest thinkers, Montaigne, Thoreau, Socrates, Franklin did precisely that. That’s how they grew up to be so “healthy, wealthy and wise”. Their consistent review of their encounters and confrontations gave them the insight to know what habits they needed to change to renew their commitment to living full lives. That’s the first half of it. The second is to fix it –permanently, through a deep and abiding desire to develop and practice principles and philosophies that become you and bring out the best in you.

Intelligence in fundraising goes beyond reading the professional literature. The expansion of your horizons to include gurus in all aspects of management, motivation, personal growth, philosophy, good literature, humor and even spiritualism is essential. Apply universal truths and guiding principles to consistently improve your personality and your character.

Recommended Readings on the Subject of Intelligence in Fundraising

COVEY, STEVEN, *Seven Habits of Highly Effective People*
GOLDMAN, DANIEL, *Emotional Intelligence*
MORGAN BYNAN, MARGARET, *Speedlearning for a Higher IQ*
PEALE, NORMAN VINCENT, *The Power of Positive Thinking*
ROHN, JIM, *The Five Pieces to the Life Puzzle*