How ethical are you? Are you more—or less—ethical than other AFP members? To help you answer these questions, AFP is launching an online assessment tool that will be a new benefit—made possible by your generous donations—for AFP members.

The development of the online AFP Ethics Assessment Inventory™ (www.afpnet.org/EAI) was one of three strategic initiatives for AFP’s 50th anniversary. Funding was provided by AFP members and chapters through the AFP Foundation for Philanthropy and include Suzanne Hittman®; Ellen Livingston, CFRE®; M. Anne Murphy, CFRE®; AFP CA, Golden Gate Chapter; AFP CA, Orange County Chapter; AFP CA, Silicon Valley Chapter; AFP IL, Chicago Chapter; AFP NE, Nebraska Chapter; AFP OH, North Central Chapter; and AFP PA, Greater Philadelphia Chapter.

The Ethics Assessment Inventory (EAI), which is strictly voluntary, was developed on the assumption that the best ethical decisions are made when there is alignment among the individual moral compass of fundraising professionals, the principles and standards of the profession as a whole and the values of the organization where fundraising professionals work.

The EAI provides a snapshot, based on your self-evaluation of your ethical performance at this moment in time. This assessment is a developmental tool—not a test you can pass or fail. It is intended to aid in the lifelong process of improving your ethical performance as a fundraising practitioner.

Users will find six characteristics of ethical practice for professional fundraisers and their organizations: accountable, adherent/observant, courageous, integrity, transparent and trustworthy (sincere). As Panel 1 illustrates (see page 2), the inventory is designed to point out areas of strength and areas in which you may want to grow in your ethical practice—based on your evaluation of your performance. The benchmark for

Continues on page 2.

2011 AFP Foundation for Philanthropy–Canada Provides Funds for Translations

This year the AFP Foundation for Philanthropy–Canada has devoted resources to the important initiative of translating fundraising-related materials into French.

“The AFP Quebec Chapter contributed greatly to the translation of the Fundamentals of Fundraising manual, and we are very proud of the end result,” said Ligia Pena, M.Sc., CFRE, fundraising coach (coach en collecte de fonds) with Diversa Consultants in Montreal. “As a bilingual province, it is important to provide professional development opportunities in both official languages. We’re thrilled that our members and other francophone communities will benefit from all the hard work. The

Continues on page 7.
New AFP Ethics Assessment Inventory
Continued from page 1.

each score in this panel (the number 100 on the graph) represents the average score of fellow AFP practitioners who have completed this assessment—the norm to which you are compared based on your AFP peers’ responses. A score above the mean would suggest an area of strength as compared with your AFP peers; a score below the mean would suggest an area in which there is an opportunity for growth compared with other members of AFP.

In addition, the EAI provides a snapshot of your organization’s ethical performance at this moment in time and also compares your individual results with your organization’s results. (Both your score and that of your organization are based on your personal evaluation.)

The Ethics Assessment Inventory is based on research conducted by the Center for Ethical Business Cultures (CEBC) at the University of St. Thomas–Minnesota and on feedback from almost 2,000 AFP members.

For more information, FAQs and background on how the EAI was developed, read “Assessing Your Ethical Performance” in the September/October 2011 Advancing Philanthropy, pp. 14–18.

Panel 1: Your Individual Results Relative to AFP Norm

The AFP Foundation for Philanthropy strives to enhance philanthropy and volunteerism through programs of education, research and service that benefit those who lead, serve and support nonprofit institutions. The purpose of the foundation is to generate the resources necessary to fund initiatives that advance ethical and effective fundraising.

The Steward is published semi-annually by the AFP Foundation for Philanthropy.

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AFP Foundation for Philanthropy–Canada works to ensure the advancement of philanthropy by supporting AFP’s mission and goals in Canada; to seek, receive and expend philanthropic funds on AFP’s behalf; and to engage in related activities required to fulfill the association’s purposes and mission.

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With generous support from the Edyth Bush Charitable Foundation, AFP convened the 2010–2011 Think Tank on Regulation, Ethics and Philanthropy in Orlando Fla., Feb. 3–4, 2011. This was the sixth in a series of think tanks in which scholars and practitioners come together to discuss research priorities for the sector. The overarching goal of the think tank was to orchestrate a sector-wide dialogue to identify and examine the complex issues related to regulation of the nonprofit sector and ethical practices that engender public confidence.

Webinar technology proved an effective mechanism for linking leading experts in ethics and law with fundraising professionals from across the nonprofit sector to explore the proper balance of self-regulation and external regulation in philanthropy. Foremost authorities Rushworth Kidder, Ph.D., president and founder of the Institute for Global Ethics in Rockland, Maine, and Melanie Leslie, professor of law at Benjamin N. Cardozo School of Law in New York City, served as keynote speakers for webinars on ethics in fundraising and the law and nonprofits, respectively.

Following the webinar programs, AFP’s Research Council held a summative meeting, with attendees reviewing the concepts identified through the webinar sessions and considering the implications for regulation presented by Michael DeLucia, trustee of the Agnes Lindsay Trust in Manchester, N.H., and former director of charitable trusts for the New Hampshire attorney general’s office.

The think tank yielded a blue ribbon report with recommendations for philanthropic fundraising professionals, nonprofit executive and board members, and the general public regarding ethical fundraising and its relationship with contemporary legal and regulatory issues. This report serves as a substantive reference for future exploration and education concerning the roles that ethical practice and regulation play in maintaining the integrity of philanthropy.

The 2010–2011 Think Tank also provides both a model and the resources for AFP chapters and colleagues within the nonprofit sector who wish to facilitate ethics discussions in their communities.

To read the complete text of the final report from the 2010–2011 AFP Think Tank visit www.afpnet.org/ThinkTanks.
The 48th AFP International Conference on Fundraising held in Chicago, March 20–22, welcomed 133 Chamberlain Scholars among the thousands of attendees, and for many the experience was invaluable.

“The opportunity to attend my first conference came at a very important time in my career,” said Dr. Faith A. Holley, director of development at the Minnie Pearl Cancer Foundation and a member of the AFP TN, Nashville Chapter. “Just over two years ago I took new position that came with more responsibilities and challenges. The AFP conference was an intense three-day experience that allowed me to learn vital information that will help me grow in my profession, meet my fundraising goals and be prepared for what lies ahead. I am incredibly thankful for the chance to have been taught by leaders in our field who willingly share their expertise. I made new friends, found mentors, heard inspiring words from keynote speakers and returned with renewed energy. Thank you!”

Made possible through a generous planned gift from Ralph E. Chamberlain, CFRE, and unrestricted support of the Every Member Campaign, the Chamberlain Scholars Program allows one first-time attendee from each chapter to attend AFP’s annual conference. Scholars who work in nonprofit organizations use this opportunity to develop their knowledge and skills in fundraising and to exchange ideas with colleagues from all over the world.

“The Chamberlain Scholars Program is directly tied to the foundation’s mission of providing programs that benefit those who lead and serve nonprofits,” said Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy. “We are excited to support opportunities that strengthen our profession.”

For more information on the Chamberlain Scholars Program contact Curtis C. Deane, CFRE, CAE, at 800-666-3863, ext. 482, or cdeane@afpnet.org. 
Chapter Boards Make Commitments to Every Member Campaign

The AFP Foundation for Philanthropy’s 2011 Every Member Campaign (EMC) has received a boost from 40 chapter boards throughout the United States and Canada that have committed to this year’s campaign and achieved 100 Percent Chapter Board Participation.

“We recognize that our busy members have ongoing deadlines and pressures in their professional obligations. That is what makes the dedication of local chapter volunteers so impressive when they make time to solicit their chapter board members for participation in the Every Member Campaign,” said Gary L. Good, CFRE, senior executive for special campaigns at the Pacific Symphony in Irvine, Calif., and chair of the AFP Foundation for Philanthropy. “It is both gratifying and amazing to see the large number of chapters that report 100 percent participation by their boards in the foundation’s most important fundraising campaign. Congratulations to all who have achieved this goal, and my strongest encouragement and thanks to the chapters that work diligently to reach that worthy goal.”

Pati Greenwood, CFRE, vice president, resource development at Women’s College Hospital Foundation in Toronto and chair of the AFP Foundation for Philanthropy–Canada, added, “Whether at the AFP chapter level or the international level—or in our own organizations—having 100 percent board participation is critical to fundraising success. All chapters that have achieved this important goal should be very proud of their success. Their accomplishment not only illustrates how we can strengthen the profession but also serves as an example for all AFP chapters.”

Each year, the AFP Foundation for Philanthropy and AFP Foundation for Philanthropy–Canada recognize chapter board participation in the EMC. Both foundations acknowledge and thank the chapters that have achieved 100 Percent Chapter Board Participation.

100 Percent Board Participation (As of Aug. 29, 2011)

- AFP AB, Calgary & Area Chapter
- AFP AB, Edmonton & Area Chapter
- AFP AK, Alaska Chapter
- AFP AZ, Greater Arizona Chapter
- AFP AZ, Northern Chapter
- AFP BC, Vancouver Chapter
- AFP BC, Vancouver Island Chapter
- AFP CA, Capital Chapter
- AFP CA, Orange County Chapter
- AFP CA, San Diego Chapter
- AFP CA, Wine Country Chapter
- AFP CT, Fairfield County Chapter
- AFP DC, Washington DC Metro Area Chapter
- AFP FL, First Coast Chapter
- AFP FL, Miami-Dade County Chapter
- AFP FL, Palm Beach County Chapter
- AFP FL, Southwest Chapter
- AFP FL, Suncoast Chapter
- AFP GA, Greater Atlanta Chapter
- AFP IL, Quad Cities Chapter
- AFP KY, Greater Louisville Chapter
- AFP LA, Southwest Chapter
- AFP MB, Manitoba Chapter
- AFP MN, Minnesota Chapter
- AFP MN, Southern Minnesota Chapter
- AFP NS, Nova Scotia Chapter
- AFP NY, Central Chapter
- AFP NY, Long Island Chapter
- AFP OK, Oklahoma Chapter
- AFP ON, Canada South Chapter
- AFP ON, Golden Horseshoe Chapter
- AFP ON, Greater Toronto Chapter
- AFP ON, South Eastern Ontario Chapter
- AFP SK, Regina Chapter
- AFP SK, Saskatoon Chapter
- AFP TN, Great Smoky Mountain Chapter
- AFP TN, Memphis Chapter
- AFP TX, Greater Dallas Chapter
- AFP TX, Greater Houston Chapter
- AFP WI, Greater Madison Chapter
- AFP WI, Upper Mississippi Valley Chapter
Foundation Appreciates Chapter Support

AFP chapters across the United States and Canada generously support the AFP Foundation for Philanthropy’s Chapter Treasury Campaign, and through Aug. 29, 83 chapters had committed more than $58,000 to this year’s campaign.

“The chapter is where it all happens at AFP. The relationship our members have with the association really starts with a chapter’s programming. That’s why a chapter’s participation in the Chapter Treasury Campaign is so critical,” said Marshall H. Ginn, CFRE, managing director of Capital Development Strategies in Arlington, Va., and chair of the Chapter Fundraising Committee. “Their participation sends a valuable signal to their own members that the foundation is worthy of their attention and that its initiatives are indeed making an impact. It invites other members—and other chapters—to join them in supporting the foundation and in advancing its critical programs.”

Through AFP chapters’ support of the Chapter Treasury Campaign, the foundation is able to provide scholarships, such as the Chamberlain Scholarships for the International Conference on Fundraising, and fund research, lectures, ethics workshops and educational programs that collectively strengthen the fundraising profession.

The campaign’s goal is $110,000. Chapters wishing to make a commitment to the 2011 Chapter Treasury Campaign should do so by Dec. 31, 2011. “We continue to be so grateful that chapters across the United States and Canada are stepping up and making very thoughtful and valuable gifts to the foundation this year through this campaign,” Ginn added. “They are playing an important part of our work, and we thank them!”

All 2011 donors will be recognized in the annual report and at AFP’s 49th International Conference on Fundraising in Vancouver, April 1–3, 2012.

To make a gift or for more information contact Michele Drumm at 800-666-3863, ext. 446, or mdrumm@afpnet.org.

2011 Chapter Treasury Campaign Donors

(As of Aug. 29, 2011)

| AFP AB, Calgary & Area Chapter | AFP CA, Inland Empire Chapter | AFP CT, Fairfield County Chapter | AFP IL, Central Chapter |
| AFP AB, Edmonton & Area Chapter | AFP CA, Monterey Bay Chapter | AFP DC, Washington DC Metro Area Chapter | AFP IL, Chicago Chapter |
| AFP BC, Vancouver Island Chapter | AFP CA, Orange County Chapter | AFP FL, Fort Lauderdale/Broward Chapter | AFP IL, Quad Cities Chapter |
| AFP AK, Alaska Chapter | AFP CA, San Diego Chapter | AFP FL, Palm Beach County Chapter | AFP IN, Northwest Chapter |
| AFP AL, Central Chapter | AFP CA, Santa Barbara/ Ventura Counties Chapter | AFP FL, Suncoast Chapter | AFP KY, Greater Louisville Chapter |
| AFP AZ, Greater Arizona Chapter | AFP CA, Silicon Valley Chapter | AFP FL, Treasure Coast Chapter | AFP LA, Greater Louisville Chapter |
| AFP AZ, Northern Chapter | AFP CA, Valley Chapter | AFP GA, Greater Atlanta Chapter | AFP LA, North Chapter |
| AFP CA, Desert Communities Chapter | AFP CA, Wine Country Chapter | AFP HI, Aloha Chapter | AFP MB, Manitoba Chapter |
| AFP CA, Golden Gate Chapter | AFP CA, Yosemite Chapter | AFP IA, Central Chapter | AFP MD, Maryland Chapter |
| AFP CA, Greater Los Angeles Chapter | AFP CT, Connecticut Chapter | AFP IA, Eastern Chapter | AFP MN, Minnesota Chapter |
| AFP CA, Greater San Fernando Valley Chapter | | AFP IA, Greater Tri-State Chapter | |

Continues on page 7.
2011 AFP Foundation for Philanthropy–Canada Provides Funds for Translations

Continued from page 1.

course was a huge success in Montreal and we look forward to offering it again in the future.”

In addition, the foundation has provided funding for the following:

- **Scholarships**—delivering effective training for the new generation of philanthropic leaders through scholarships.
- **Education**—developing greater awareness and increase dialogue on the complexity of issues facing fundraising and the sector and the tools needed to address the issues through educational programming that will create stronger advocates for the profession and the sector.
- **Mentoring**—implementing a career-mentoring program for new fundraising professionals that provides professional guidance and fundamental fundraising skills.

### 2011 Chapter Treasury Campaign Donors (Continued)

- AFP MO, St. Louis Regional Chapter
- AFP NC, Cape Fear Region Chapter
- AFP NC, Charlotte Chapter
- AFP ND, Northern Plains Chapter
- AFP NJ, New Jersey Chapter
- AFP NS, Nova Scotia Chapter
- AFP NV, Sierra Chapter
- AFP NY, Central Chapter
- AFP NY, Genesee Valley Chapter
- AFP NY, Mid-Hudson Valley Chapter
- AFP NY, Western Chapter
- AFP OH, Central Chapter
- AFP OH, Greater Cleveland Chapter
- AFP OH, Greater Dayton Region Chapter
- AFP OK, Eastern Oklahoma Chapter
- AFP OK, Oklahoma Chapter
- AFP ON, Canada South Chapter
- AFP ON, Golden Horseshoe Chapter
- AFP ON, Greater Toronto Chapter
- AFP ON, Ottawa Chapter
- AFP OR, Oregon & SW Washington Chapter
- AFP PA, Berks Regional Chapter
- AFP PA, Greater Philadelphia Chapter
- AFP PA, Northeastern Pennsylvania Chapter
- AFP RI, Rhode Island Chapter
- AFP SC, Piedmont Chapter
- AFP SK, Regina Chapter
- AFP SK, Saskatoon Chapter
- AFP TN, Great Smoky Mountain Chapter
- AFP TN, Nashville Chapter
- AFP TX, Coastal Bend Chapter
- AFP TX, Greater Austin Chapter
- AFP TX, Greater Dallas Chapter
- AFP TX, Greater Houston Chapter
- AFP TX, West Texas-Southern New Mexico Chapter
- AFP VA, Central Chapter
- AFP VA, First Chapter
- AFP VA, Tri-State Chapter
- AFP WA, South Sound Chapter
- AFP WI, Greater Milwaukee Chapter
- AFP WI, Upper Mississippi Valley Chapter

### Programming Supported in 2010/Financement des programmes des chaptres en 2010

- **Scholarships/bourses d'étude** 35%
- **Translation/traduction** 32%
- **NPD events/activités de la Journée Nationale de la Philanthropie** 13%
- **Educational events/activités de formation** 13%
- **Fundraising Day/Jour de Collecte de Fonds** 2%
- **Mentoring** 2%

The AFP Foundation for Philanthropy–Canada provides funding for many programs that assist fundraisers in Canada and promote AFP’s strategic initiatives.
Leadership Society Members Exhibit Unique Leadership and Vision

AFP established the Leadership Society in 2005 to recognize colleagues whose generosity sustains the fundraising profession through their cumulative giving and ongoing annual gifts. Each member has a cumulative annual-giving record of $10,000 or more and has committed to making an annual gift of at least $1,000. Today the Leadership Society honors 77 AFP members from 49 AFP chapters who actively support the work of AFP, the AFP Foundation for Philanthropy and the AFP Foundation for Philanthropy–Canada.

Leadership Society members demonstrate their commitment to AFP in many other important ways. They frequently serve as board and committee members, mentors and advisers and remain actively engaged in providing counsel to advance ethical and effective fundraising internationally. A global perspective and vision characterize members of the Leadership Society. It is not surprising that 63 Leadership Society members are also Omega Circle members who have made planned gifts to support future fundraisers as leaders in making the world a better place.

Leadership Society Members and Their Chapter Affiliations

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<tr>
<th>Chapter Affiliations</th>
<th>Members</th>
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<tr>
<td>AFP AL, ALABAMA CHAPTER</td>
<td>William M. Moran, FAHP, ACFRE Ω</td>
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<td>AFP AR, ARKANSAS CHAPTER</td>
<td>Paul M. Gardner, Ph.D., CFRE Ω</td>
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<td>AFP AZ, NORTHERN ARIZONA CHAPTER</td>
<td>Alice Ferris, ACFRE Ω</td>
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<td>Barbara R. Levy, ACFRE Ω</td>
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<td>AFP CA, CAPITAL CHAPTER</td>
<td>Scott C. Staub, ACFRE Ω</td>
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<td>AFP CA, DESSERT COMMUNITIES CHAPTER</td>
<td>John Kelleher, CFRE Ω, Colette M. Murray, J.D., CFRE Ω</td>
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<td>AFP CA, FRESNO CHAPTER</td>
<td>Yezdyar S. Kaoosji, CFRE Ω</td>
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<td>Janice Gow Pettet, CFRE Ω, Scott C. Staub, ACFRE Ω</td>
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<td>AFP CA, GREATER LOS ANGELES CHAPTER</td>
<td>Mary Jean Gilbert, CFRE Ω, Claudia A. Looney, FAHP Ω, Carol J. Nunnrich, CFRE Ω, Susan F. Rice, Ed.D., ACFRE Ω</td>
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<td>Sandra A. Adams, ACFRE Ω, William F. Bartolini, Ph.D., ACFRE Ω, Barbara L. Ciconte, CFRE Ω, David M. Coyne, CFRE Ω, Curtis C. Deane, CFRE, CAE Ω, Walter R. Gillette III, ACFRE Ω, Marshall H. Ginn, CFRE Ω, Martha M. Kirkland Ω</td>
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<td>Timothy D. Logan, ACFRE Ω, Nancy K. Racette, CFRE Ω, Martha H. Schumacher, ACFRE Ω, Barbara Talisman</td>
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<th>Chapter Name</th>
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<td>Timothy R. Burcham, CFRE</td>
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<td>AFP MEMBERS AT LARGE</td>
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<td>Lucinda and Andrew Watt, FInstF</td>
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AFP’s Monthly Giving Program Makes Donating Easy

The AFP Foundation for Philanthropy’s Alpha Society provides an easy, effortless method of making a gift. With more than 300 participants, this monthly, sustained giving program continues to grow.

When donors join the Alpha Society, they commit to a monthly amount transferred from a personal checking or savings account or credit-card account. This monthly gift continues until a donor wishes to make a change.

Using electronic funds transfer for gifts benefits both donors and the foundation. Donors become consistent givers, which is important in annual funds, and never have to ask, “Did I send my gift this year?” The foundation is able to keep administrative costs low, while at the same time preparing for the future with a consistent gift stream.

Both the AFP Foundation for Philanthropy and the AFP Foundation for Philanthropy–Canada appreciate Alpha Society donors and the difference their gifts make each year.

For more information on the Alpha Society in the United States contact Michele Drumm, manager of annual giving, at 800-666-3863 or mdrumm@afpnet.org. In Canada contact Jessica Kostuck at 416-941-9144 or cdnfoundation@afpnet.org. 

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