



FULFILLING THE PROMISE OF PHILANTHROPY

Every donation you make holds the promise of philanthropy.

About the AFP Foundation for Philanthropy – Canada

The Foundation helps donors and charities realize the promise of philanthropy by strengthening the fundraising professionals who enable philanthropy to happen. We do this through Research, Supporting the Profession, Leadership in Philanthropy and Diversity & Inclusion.

Supporting the Profession

Our ambition is to continually build the capacity of all fundraisers to learn, develop and succeed with new responsibilities at different stages in their careers.



“The Fellowship provided me with amazing opportunities: a cohort that I continue to look to for support, a mentor who has helped me work towards my career goals and so many educational opportunities. I can honestly say this program helped me take my career to new heights. Since completing the Fellowship I’ve achieved my CFRE and moved into a professional role where I’ve taken on many new responsibilities.” – HAVA GOLDBERG, CFRE,

Senior Development Officer, Habitat for Humanity Canada



Scholarships

\$16,750

In 2017, the Foundation granted 31 scholarships for a total of \$16,750

\$200,572

Since 2011, the Foundation has granted 333 scholarships, for a total of \$200,572



Education

In 2017

- **“Congress 2017: The Disrupters’ Panel: Breaking Barriers, Smashing Ceilings, and Changing Minds through Effective Leadership”** livestream webinar

In 2016

- **“Congress 2016: How to Innovate with Confidence”** livestream webinar
- **“What Canadian Donors Want”** webinar – participants: 580



Research

2018

- **“Retail Demand for Impact Investing”**
- **“What Canadian Donors Want”** part 4 – research study in conjunction with IPSOS

2016

- **“What Canadian Donors Want”** part 3

2015

- **“Responsible Investing in Canada’s Charitable Sector”**

2014

- **“A New Regulatory Regime for Social Enterprise in Canada: Potential Impacts on Nonprofit Growth and Sustainability”**
- **Public Awareness Communications Tool Kit**
- **“What Canadian Donors Want”:** Six fact sheets based on an IPSOS study (an update on the 2011 publication)



Canadian Membership

3,800 members | 20 Chapters

- Vancouver Island
- Vancouver
- Okanagan
- Edmonton
- Calgary
- Southern Alberta
- Saskatoon
- Regina
- Manitoba
- Canada South
- Golden Horseshoe
- Greater Toronto
- South Eastern Ontario
- Central Ontario
- Ottawa
- Quebec
- New Brunswick
- Nova Scotia
- Cape Breton
- Newfoundland & Labrador





20
fellows

across Canada received a grant from Canadian Heritage in 2018. Total: \$96,160

Webinars

In 2018, the Foundation offered three webinars with funding provided by the Ontario Ministry of Citizenship, Immigration and International Trade:

- Unconscious Bias
- Diversity & Inclusion Communication
- Promising Practices on Women's Advancement

Participants: **496**
Grant Received: **\$7,600**

Fellowship in Inclusion and Philanthropy Program

Fellows received education, membership, mentoring and policy development through this program.

The fellows are challenged to work with their mentors to incorporate best practices and new learnings into real-time projects that reflect the vision of the fellowship and apply to the fellows' day to-day professional lives.

Duration: **2 years (2015-2016)**
Graduates: **61 Fellows**
Grant Received: **\$400,000**

"Completing the AFP National Scholarship application prompted me to reflect on my career goals and personal values in a way that I have not let myself take the time to do in a long while. It made me realize that I had actually gained a lot of professional experience over the years, enough to make me feel motivated to pursue a more senior role in fundraising."



– JOANNA VERANO
Habitat for Humanity Victoria

Inclusive Giving Project

A series of 13 workshops such as:

- The African-Caribbean Philanthropy Conference
- Colloque-Philanthropie franco-ontarienne
- Indigenous Philanthropy Conference
- LGBT Philanthropy Conference
- Opportunities and Possibilities: Fundraising and People with Disabilities

Duration: **3 years (2012-2014)**
Workshops held: **13**
Participants: **2,200+**
Grant Received: **\$300,000**



Mentorship

\$15,500

Total chapter mentorship funding since 2012.



Regional Programs

\$184,888

Since 2012, grants totalling \$184,888 have been distributed to 20 chapters across Canada.



Translation

Offered in both official languages:

- The new "Fundamentals of Fundraising" providing important curriculum for those new to the profession.
- "What Canadian Donors Want" Fact sheets.
- AFP Public Awareness Communications Tool Kit.
- All nine Ready Reference guides (for example, "Asking for Major Gifts").



"I am very grateful that your programme exists—as you are probably aware, charities can sometimes have quite a limited capacity to invest in professional development, and yet they need staff who can learn and grow in order to be sustainable."

– BEN COLEMAN
National Scholarship 2018 Recipient

Thank you for making this happen with your generous donations!



AFP FOUNDATION FOR PHILANTHROPY – CANADA
Suite 412, 260 King Street East, Toronto, ON M5A 4L5
416-941-9144 | 1-800-796-7373
cdnfoundation@afpnet.org
www.afpnet.org/canadafoundation

Connect with us:



@AFPFoundationCA



www.facebook.com/AFPFoundationCA