An important thing has happened recently in the AFP Foundation for Philanthropy–Canada: partnerships are growing among the foundation, local chapters and community foundations. Just think of the possibilities for the fundraising profession with this triumvirate in place!

The AFP Foundation for Philanthropy–Canada recently received a grant from The Winnipeg Foundation to enhance the current Public Awareness Communications Tool Kit (available on the AFP website in the Public Policy section) and to offer training on the use of the tool kit in the Winnipeg area. The Public Awareness Communications Tool Kit currently includes five fact sheets:

1. Know your Parliament
3. Getting the Meeting You Want
4. How to Handle Yourself in a Meeting With a Parliamentarian
5. Making an Elevator Pitch to a Parliamentarian

With this grant from The Winnipeg Foundation, the AFP Foundation for Philanthropy–Canada will be able to work with the Canadian Government Relations Committee and Sussex Strategy Group (www.sussexstrategy.com) to develop even more fact sheets for the tool kit, which helps charities communicate their impact—individually and collectively—to the media, public officials, policy makers and the public.

“Canada’s vast network of charitable organizations helps sustain and enhance community life in countless ways,” says Leslie Weir, ACFRE, director of family philanthropy at The Winnipeg Foundation. “Each

Continues on page 3.

Annual Funds Making Good Progress

The BE the CAUSE campaign has been very well received by the fundraising community throughout the United States. As of Sept. 15, 2014, the AFP Foundation for Philanthropy, in cooperation with U.S. chapters, has raised $330,081 in gifts and pledges from 3,527 donors—71 percent of the $465,750 goal.

Of the funds raised, $94,690 (29 percent) has come through the calling program managed by RuffaloCODY. This is the sixth year that RuffaloCODY has generously

Continues on page 12.
Two Canadian Chapters Receive Exceptional Achievement Awards

The AFP Foundation for Philanthropy–Canada congratulates two chapters for their exceptional achievement in 2013 in their Every Member Campaign efforts: the AFP ON, Greater Toronto Chapter and the AFP ON, South Eastern Ontario Chapter.

To receive the award, a chapter must have met its 2013 Every Member Campaign goal, achieved 100 percent board participation, strengthened member participation, increased Alpha Society giving and enhanced overall giving in the chapter.

A chapter that meets all of these criteria is able to apply for an additional 5 percent grant for its geographic area to carry out the mission of the foundation.

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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The 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.

AFP Foundation for Philanthropy–Canada staff
Lori Gusdorf, CAE, executive director
Cynthia Quigley, director, Canadian services
Taylor Murdoch, coordinator, Canadian services
focuses on its mission, powered by committed volunteers and dedicated staff. Diverse by any measure, they represent many points of view and reflect the complexities of our nation.”

It is critical to ensure that local charities, as well as those working and volunteering in charities, are equipped with the necessary information to effectively communicate the importance of Canada’s charitable sector to Canadians. They also need enhanced capacity and training to respond to issues about charity, both locally and nationally, that emerge through the media.

“Through the efforts of the AFP Foundation for Philanthropy–Canada, the Public Awareness Communications Tool Kit enables community organizations to better convey to elected representatives their cases for support meant to improve lives or benefit communities,” Weir adds. “When an opportunity or need arises for the philanthropic sector to speak with one voice, the tool kit is a useful guide to refocusing on common interests and being aware of potential impact and outcomes from various perspectives.

“The Winnipeg Foundation is pleased to provide a grant toward this project. We hope that our commitment will spur others to support the AFP Foundation for Philanthropy–Canada to sustain and strengthen philanthropy that we rely on to help build resilient, vibrant and flourishing communities.”

A second component of the grant is working collaboratively with the AFP Manitoba Chapter to deliver an educational session in the Winnipeg area to help nonprofit leaders understand the importance of this effort and teach them how to use the tools developed for them at the national level. Developing a product that can be used nationally and delivering its applicability locally is a winning combination.

This joint venture will allow:

- consistency of information and messaging across the charitable sector and about the sector;
- the current and future generation of leaders to be effectively trained to deliver the important messages about philanthropy and fundraising; and
- the value of philanthropy to be compellingly promoted in Winnipeg and nationally.

Ron Bailey, CFRE, president of Ron Bailey and Associates in Winnipeg, an AFP Foundation for Philanthropy–Canada board member and a past president of the AFP Manitoba Chapter, is proud of this collaboration and the model that has been established in receiving money from a community foundation that provides benefits to the fundraising profession across the country yet delivers specific benefits to the local community.

“The Winnipeg Foundation and the AFP Manitoba Chapter are setting the pace for collaboration and capacity building within the sector locally and nationally,” he says. “I think other community foundations could look at this as a win-win project for the local charities they support. It can help us all effectively tell the stories donors want to hear—the results and impact of their gifts to make Canadian society better for everyone.”

Working Together
Continued from page 1.

Chamberlain Scholars: First-Time Conference Attendees

This year, 136 Chamberlain Scholars attended the AFP international conference in San Antonio. This program is made possible through a generous planned gift from Ralph E. Chamberlain, CFRE, and unrestricted, annual support from donors like you.
Diversity Scholars Attend AFP International Conference in San Antonio

The AFP Foundation for Philanthropy and the AFP Diversity Scholarship Task Force were pleased to have 12 scholarship recipients attend the AFP International Conference on Fundraising in San Antonio this past March.

The Diversity Scholarship program is divided into three categories: African American, LGBT and General. (The African American and LGBT categories are separate because each of the two diverse communities has more than 100 participants.) The breakdown of the scholarships is as follows:

**African American Fund**
- Rohan Barrett, sponsored by the National Trust for Historic Preservation
- Cherise Guillory Johnson
- Autumn Keck
- Selena Nichole King
- Gail Peay

**LGBT Fund**
- Kim Fountain

**General Diversity Fund**
- Judit Camacho
- Amina K. Cooper
- Jon Gilgoff, sponsored by the AFP CA, Golden Gate Chapter
- Cindy Oi Yan Gouveia, MBA, sponsored by the AFP Foundation for Philanthropy–Canada
- Nicholas Stinson

Elizabeth Thompson, M.A., sponsored by Bonnie and David Disend, CFRE

In a note, Jon Gilgoff, L.C.S.W., executive director of Brothers on the Rise in Oakland, Calif., shared: “As the leader of a small community-based nonprofit in Oakland, it was a unique and powerful opportunity to get away and be a learner, absorbing amazing pearls of wisdom from top-of-the-line trainers.”

The foundation would like to thank the many donors who have contributed to the Diversity Scholarship program.

The lists of 2013 donors who funded the 2014 Diversity Scholarships and 2014 donors who will fund the 2015 Diversity Scholarships are available at [www.afpnet.org/diversityscholarshipdonors](http://www.afpnet.org/diversityscholarshipdonors).
Special Events Report: An Extremely Helpful Benchmarking Tool

What better way to introduce the topic of the AFP Foundation for Philanthropy’s Special Events Management Initiative than with a testimonial about the timeliness and usefulness of the 2014 Special Events Report.

“The Special Events Report is an extremely helpful benchmarking tool,” said Kayla Jones, events coordinator at Ronald McDonald House Charities of Central Florida in Orlando. “Our charity is constantly evaluating the appropriate number of events to hold in a calendar year and the methods used to measure the success of events. This report will better enable us to complete our evaluations and gauge our progress.”

The 2014 Special Events Report is the first deliverable from the Special Events Management Initiative, a two-year project focused on helping charities to:

- determine the effectiveness of the planning and implementation of their philanthropic special events;
- compare their results with those of similar organizations; and
- better cultivate and steward their donors and constituents following events.

The Special Events Management Initiative is funded in part by a grant from the StubHub Foundation, an advised fund of Silicon Valley Community Foundation.

“There is nothing more powerful than events to bring people together around a common interest,” said Emma Leggat, StubHub head of corporate social responsibility. “StubHub is pleased to support the AFP Foundation for Philanthropy in uncovering ways nonprofits can increase the impact and minimize the headache of planning and promoting special events.”

The 2014 Special Events Report found great diversity in the number of special events charities hold. Slightly more than half (54 percent) of organizations held between one and four events per year, while 43 percent held five or more and 13 percent held 15 or more events annually.

Despite the number of events, revenue from special events was not always critical to a charity’s overall budget. About one-third (35 percent) of respondents reported that special event revenue accounted for less than 5 percent of their organization’s annual revenue. Only 12 percent said it comprised 50 percent or more of annual organizational revenue.

“For many organizations, special events aren’t about raising money, but raising awareness and educating the public,” said Andrew Watt, FInstF, president and CEO of AFP. “That means that special events can cover a wide range of activities. One of the goals of this project is to get a sense of what special events are happening—and how often—since even the term ‘special event’ can mean very different things to different organizations.”

The report allows charities to benchmark their special event against those of other organizations. In addition, the survey report includes a crosstab analysis of event revenue by variables, including number of events per year, organization type, organization budget, geographic area, metropolitan area size, number of FTE (full-time equivalent) fundraising positions and number of FTE events positions. The 2014 Special Events Report also looks at the factors that went into a charity’s decision to hold an event.

Edyth Bush Charitable Foundation Awards Leadership Development Grant to U.S. Foundation

The AFP Foundation for Philanthropy is pleased to announce the receipt of a grant from the Winter Park, Fla.-based Edyth Bush Charitable Foundation to convene a conference for students currently serving in leadership roles in the 34 AFP collegiate chapters. The goal is to encourage their continuing commitment to a career in the nonprofit sector as the next generation of leaders and professional fundraisers who will build the capacity of philanthropy.

To extend the impact of the Edyth Bush Foundation’s investment, the AFP Foundation for Philanthropy will create a mentoring program and a tool kit of educational and leadership development resources, unique to the needs and preferences of young professionals. These materials will be made available to all 235 AFP chapters, AFP collegiate chapters and colleagues from related disciplines seeking to recruit and retain young professionals to support philanthropy in the interest of the public good.

This grant represents an ongoing commitment by the Edyth Bush Charitable Foundation to fund innovation in fundraising. Initiatives have included research think tanks to explore the impact of professional ethics and regulation on fundraising and philanthropy, as well as the influence of governance and leadership on giving. The current grant carries the theme of “impact forward” by addressing the profession’s urgent need to recruit and retain the next generation of leaders in anticipation of a significant “brain drain” in this decade as many seasoned fundraisers and nonprofit executive directors retire.

Donald G. Rizzo, CFRE: Colleague, Friend and Fundraiser

Donald Rizzo, CFRE, a longtime fundraiser, AFP member and former chair of the AFP Foundation for Philanthropy, died this past summer. Don was an amazing friend and an incredible fundraiser. Throughout his career, he effectively managed highly successful campaigns for the University of Louisville in Kentucky, the University of Massachusetts Lowell, the University of Hartford in West Hartford, Conn., Butler University in Indianapolis, and Loyola University in New Orleans, among others. He was so successful that he was named AFP’s 2010 Outstanding Fundraising Professional.

Don was a quiet leader, quick to give credit and always ready to highlight the work of others. He was a master at bringing people together, building consensus and creating a culture of philanthropy and collegiality.

Humility, loyalty, compassion and love of life were the hallmarks of Don’s professional and personal life. Giving back and putting others first were always foremost in his mind as a staunch advocate for ethical fundraising and supporting his colleagues in their careers.

We remember Don with immense gratitude for his service to AFP and the AFP Foundation. Don, we have laughed with you, burned the midnight oil together as we created plans for the future and enjoyed the thrill of accomplishments we never thought possible. We will carry the influence of your leadership forward and strive to live up to your impeccable standards and kind heart.

The Steward

Don Rizzo, CFRE
Leadership Society Members Demonstrate Their Commitment

This year, several U.S. and Canadian donors reached a significant milestone: Each has a cumulative giving record of $10,000 or more and has committed to making an annual gift of at least $1,000. The newest members of the Leadership Society include:

- Ron Bailey, CFRE
- Catherine M. Connolly, MBA, CFRE
- Stephanie Cory, CFRE
- Paul A. Dunne, CFRE
- Alan R. Hutson Jr., CFRE
- Tania Little, CFRE
- Luce Moreau, CFRE

Leadership Society members actively support the work of AFP, the AFP Foundation for Philanthropy and the AFP Foundation for Philanthropy–Canada. At the same time, they demonstrate their commitment to the association by serving as board and committee members, mentors and advisers, all while remaining actively engaged in providing counsel to advance ethical and effective fundraising locally, nationally and internationally.

For example, Leadership Society member Sharon LeeMaster, CFRE, was inducted this summer into the University of Washington Communication Alumni Hall of Fame. LeeMaster (B.A., 1957) is the third generation of her family to attend the UW, following her parents and grandmother, who was one of the first 13 graduates from the current UW campus in 1894.

With early newspaper work and a career in public relations and marketing, her experiences have served her well in fundraising. “I never could have been successful working for nonprofits if I had not had that early, solid journalism career with PR and marketing,” she said. “Whenever there’s a problem, it’s because they haven’t asked the right questions, haven’t been thorough and haven’t cemented the right relationships—all crucial components of journalism.”

LeeMaster has worked with more than 45 organizations, including the San Diego Opera, La Jolla Music Society, Combined Arts and Education Council of San Diego County, San Diego Education Fund, Classics 4 Kids, which provides education in the arts to inner-city school children, San Diego History Center, and ARTS-TIX, a half-price ticket booth that serves the entire San Diego community, in addition to 25 others as a volunteer. She has counseled more than 100 aspiring journalists and public relations and development officers. She also served on the AFP board for 11 years.

“Fundraising is much more than just raising money,” she said. “It’s guiding nonprofit organizations to fully serve the community and to operate like a business so that the dollars raised fund their mission. The key to success in working with charities is to become interested in everyone and everything around you—to ask questions, listen to the answers and take notes.”

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Leadership Society Members  
(listed by primary chapter affiliation)

As of Aug. 27, 2014

**AFP AK, ALASKA CHAPTER**
Ann M. Hale, CFRE Ω

**AFP AR, ARKANSAS CHAPTER**
Paul M. Gardner, Ph.D. Ω

**AFP AZ, NORTHERN CHAPTER**
Alice L. Ferris, ACFRE, MBA Ω

**AFP AZ, SOUTHERN CHAPTER**
Barbara R. Levy, ACFRE Ω

**AFP CA, CAPITAL CHAPTER**
Catherine M. Connolly, CFRE

**AFP CA, GOLDEN GATE CHAPTER**
David J. Madson, ACFRE Ω
Janice Gow Pettey, Ed.D, CFRE Ω
Scott C. Staub, ACFRE Ω

**AFP CA, GREATER LOS ANGELES CHAPTER**
Susan F. Rice, Ed.D., ACFRE Ω

**AFP CA, GREATER SAN FERNANDO CHAPTER**
John Kelleher, CFRE Ω

**AFP CA, ORANGE COUNTY CHAPTER**
Gary L. Good, CFRE Ω
Christopher Looney
James K. and Claudia A. Looney, FAHP Ω

**AFP CA, SAN DIEGO CHAPTER**
Sharon LeeMaster, CFRE Ω

**AFP CA, SILICON VALLEY CHAPTER**
Barbara L. Larkin Ω

**AFP DE, BRANDYWINE CHAPTER**
Stephanie Cory, CFRE Ω

**AFP DC, WASHINGTON DC METRO AREA CHAPTER**
William F. Bartolini, Ph.D., ACFRE Ω
Barbara L. Ciconte, CFRE Ω

**AFP FL, FORT LAUDERDALE/BROWARD CHAPTER**
Dennis Stefanacci, ACFRE Ω

**AFP FL, MIAMI-DADE COUNTY CHAPTER**
Curtis C. Deane, CFRE, CAE Ω

**AFP KY, BLUEGRASS CHAPTER**
Timothy R. Burcham, CFRE Ω

**AFP KY, GREATER LOUISVILLE CHAPTER**
Donald G. Rizzo, CFRE Ω*

**AFP MD, MARYLAND CHAPTER**
Vincent F. Connelly

**AFP MN, MINNESOTA CHAPTER**
Audrey P. Kintzi, ACFRE Ω
Paul Pribbenow, Ph.D., CFRE
Don W. Taylor, CFRE Ω

**AFP MN, SOUTHERN MINNESOTA CHAPTER**
Gwenn M. and Mark A. Neville, CFRE Ω

**AFP MO, ST. LOUIS REGIONAL CHAPTER**
Marcia M. Kerz, CFRE
Patricia Rich, ACFRE

**AFP NC, TRIANGLE CHAPTER**
Joyce M. Mitchell-Antoine, CFRE Ω
Colette M. Murray, J.D., CFRE Ω

**AFP NJ, NEW JERSEY CHAPTER**
Anthony R. Alonso
Margaret A. Guellich, CFRE Ω

**AFP NV, LAS VEGAS CHAPTER**
Helen B. Arnold, CFRE Ω

**AFP NV, SIERRA CHAPTER**
Linda Lysakowski, ACFRE Ω

**AFP NY, GENEESEE VALLEY CHAPTER**
Mark S. Peterson, CFRE, MBA
Steven S. Smith, CFRE

**AFP NY, LONG ISLAND CHAPTER**
Stephen M. Levy, CFRE Ω

**AFP NY, NEW YORK CITY CHAPTER**
Harry Lynch, CFRE Ω

**AFP PA, CENTRAL CHAPTER**
Ann H. Moffitt, ACFRE Ω

**AFP PA, EASTERN CHAPTER**
Lona M. Farr, Ph.D., ACFRE Ω

**AFP PA, GREATER PHILADELPHIA CHAPTER**
Patrick Feeley, CFRE, Ω
Robbe A. Healey, MBA, NHA, ACFRE Ω

**AFP PA, WESTERN CHAPTER**
Jay Frey, CFRE Ω

**AFP SD, SOUTH DAKOTA CHAPTER**
Brian J. Bonde, ACFRE Ω

**AFP TN, GREAT SMOKEY MOUNTAIN CHAPTER**
Jill A. Pranger, ACFRE Ω

**AFP TN, NASHVILLE CHAPTER**
Susan Earl Hosbach, CFRE Ω

Continues on page 9.
The AFP Foundation for Philanthropy–Canada is concluding its three-year Inclusive Giving Project in conjunction with the AFP ON, Greater Toronto Chapter; AFP ON, Ottawa Chapter; and the Ministry of Citizenship and Immigration Partnership Project Office. The multiyear program has featured 12 workshops in either Toronto or Ottawa, and will conclude with a capstone event during the Toronto Congress, Nov. 24–26, 2014.

The workshops were created with input from leaders within the charitable and nonprofit sector. Co-chaired by Krishan Mehta, Leah Eustace, ACFRE, and Tania Little, CFRE, a volunteer task force included AFP members Nancy Horvath, CFRE, Janet Kranz and Emma Lewzey, CFRE, and was staffed by Cynthia Quigley and Lori Gusdorf, CAE.

Workshops were held with the following constituencies:

- African-Caribbean
- Chinese
- South Asian
- Jewish
- Indigenous
- Women
- Next Generation
- Colloque-Philanthropie franco-ontarienne
- LGBT
- Muslim
- People With Disabilities
- Hispanic

Information about each conference, including videos, photos and other materials, can be found at afpinclusivegiving.ca.
Among their many gifts of leadership and support, Stephen M. and Marjorie K. Levy are committed to encouraging the next generation of fundraisers. For the past three years, the Levys have provided scholarships for AFP collegiate chapter leaders to attend the AFP international conference. In 2014, AFP and the AFP Foundation for Philanthropy welcomed 17 collegiate leaders to San Antonio as part of the Levy professional development program.

- Christian Averill
  AFP MO, Lindenwood University Collegiate Chapter

- Danielle Bautista
  AFP OR, University of Oregon Collegiate Chapter

- Hunter Faseler
  AFP TX, Texas Tech Collegiate Chapter

- Brian Flintoft
  AFP FL, First Coast Chapter at Flagler College

- Matthew Green
  AFP OH, Wright State University Collegiate Chapter

- Shan Huang
  AFP KY, Thoroughbred Chapter at the University of Kentucky

- Morgan Hurley
  AFP FL, Rollins College Collegiate Chapter

- Julia Isenberg
  AFP NY, Columbia University Collegiate Chapter

- T’Edra Jackson
  AFP TX, Paul Quinn College Collegiate Chapter

- Clarissa Jones
  AFP IN, Indiana State University Collegiate Chapter

- Signe Lindberg
  AFP PA, Three Rivers Collegiate Chapter at Carnegie Mellon

- Tynisha McGee
  AFP MI, Collegiate Chapter at Lawrence Tech University

- Sara Pratt
  AFP FL, University of Central Florida Collegiate Chapter

- Dell Robinson
  AFP FL, First Coast Collegiate Chapter at the University of North Florida

The energy and enthusiasm of these emerging leaders were palpable. They left San Antonio raving about the richness of the conference experience and eager to share their perspectives with members of their collegiate chapters. Indeed, the recipients of the Levy professional development scholarships said the opportunities for mentoring and networking during the AFP conference was incredibly valuable.

“Many of the profession’s leaders today were the beneficiaries of essential mentoring and encouragement from their colleagues as they learned the ins and outs of fundraising,” said Kevin J. Foyle, CFRE, chair of the AFP Foundation for Philanthropy and vice president for development at The University of Texas Health Science Center at Houston, Texas. “Through their vision, Marjorie and Stephen Levy have extended the priceless benefit of mentoring and networking to motivate and empower the next generation of leaders in our profession. The Levys’ gift is a tangible way of ensuring that the values of ethical and effective fundraising are carried forward.”

2014 recipients of collegiate chapter leaders scholarships (not all are shown).

- Samantha Schneider
  AFP FL, University of South Florida Collegiate Chapter

- Song Vang
  AFP CA, Fresno State Collegiate Chapter

- Cailin “Gabri” Weber
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Funds Raised for Next Research Award

During the 2014 AFP Canadian leadership retreat, more than 75 leaders from across the country discussed priorities for AFP in Canada over the next few years. Ever the consummate fundraisers, the group assembled also found time to raise more than $10,000 for the AFP Foundation for Philanthropy—Canada’s next research award. Thank you to our generous leaders and donors for this terrific commitment to the profession.

The Canada foundation conducts a Call for Research annually and awards a grant for research in one of the following areas:

- Accountability and Governance
- Capacity and Sustainability
- Partnerships and Alliances
- Stronger and Diversified Donor Base
- Funding Processes and Mechanisms
- Globalization and Impact
- The Fundraising Profession
- Research: Tracking Coordination, Synthesis and Application
- Government and Regulatory Environments

In 2013, the Canada foundation, with generous support from the Trico Charitable Foundation, awarded a grant to Dr. Pauline O’Connor, whose research was titled *The New Regulatory Regime for Social Enterprise in Canada:*

*Potential Impacts on Nonprofit Growth and Sustainability.* This research can be found on the Canada foundation page of the AFP website.

“The foundation’s research award is just one way that we can provide relevant information to Canadian nonprofits about issues within our profession,” says Scott Decksheimer, CFRE, president of Nine Lions Development Consulting in Calgary and chair of the AFP Foundation for Philanthropy—Canada. “Our first award will influence decision making, legislation and the direction of social enterprise across Canada. We sincerely thank our foundation donors who made this happen.”

Still Time to Become an Omega Circle Member in 2014

The Omega Circle recognizes donors who have made a planned gift of $5,000 or more to the AFP Foundation for Philanthropy or the AFP Foundation for Philanthropy—Canada. The foundations currently have more than 230 Omega Circle members.

While the AFP foundations appreciate every gift from every donor, a planned gift is perhaps the most thoughtful gift. It is a unique and truly personal investment in our future. In joining the Omega Circle, you demonstrate your enduring commitment to the highest principles and values in fundraising and philanthropy. A planned gift has enormous power. It has the power to energize, preserve, enhance and inspire.

Please consider joining this esteemed group of your colleagues today. An Omega Circle declaration of intent form is available at www.afpnet.org/Foundation/OmegaCircle. For more information call the AFP Foundation for Philanthropy executive vice president, Martha Kirkland, at 800-666-3863, ext. 480, or AFP Foundation for Philanthropy—Canada executive director, Lori Gusdorf, at 800-666-3863, ext. 449.
Annual Funds Making Good Progress

Continued from page 1.

provided its services to the AFP foundation and chapters at no charge. Together, the foundation staff and the RuffaloCODY team, led by Timothy D. Logan, ACFRE, made major changes to the program this year, especially the precall email and the calling scripts, resulting in a more positive experience.

These changes are reflected in a recent comment from Alex Kolker, community impact manager—education, United Way of the Quad Cities Area, AFP Illinois Quad Cities Chapter. He said, “I am a firm believer in not just complaining but also voicing my approval. Last year, I notified the foundation that there were issues with the solicitation of—and collection of—my campaign pledge, and I’m pleased to say that they listened to me. On July 29, 2014, I got a call soliciting for this year’s annual donation, and the caller was very helpful and professional. Thank you so much for hearing my concerns, and I hope your improved phone solicitation process yields better financial returns for the foundation.”

In the United States, the number of sustaining donors who give through the Alpha Society, the monthly giving program, has grown by 13 percent over last year. For a list of Alpha Society members, please visit www.afpnet.org/alpha.

AFP Foundation for Philanthropy–Canada

The AFP Foundation for Philanthropy–Canada, which is still using the Every Member Campaign theme for its annual fund, is pleased to share that, as of the end of August, the campaign had raised $111,980—89 percent of the goal. The campaign has been supported by 571 donors, which represents a 16 percent participation rate in Canada.

In addition, 295 of those donors are Alpha Society donors, the foundation’s monthly giving campaign, and their gifts represent 49 percent of the total raised.

The AFP Foundation for Philanthropy–Canada is grateful to Strategic Communications, which provides pro bono telefundraising support and has raised more than $9,000 so far this year. A second calling campaign will take place this fall. In addition, A.K.A. New Media has provided pro bono services with the online giving platform, and that feature has raised almost $7,000.

The long-standing support that both organizations have brought to the AFP Foundation for Philanthropy–Canada provides the stability and expertise to ensure success.

“AFP provided the tools for me to be successful!”

—Michael Baker, AFP New Jersey Chapter

“I lead by example to make a difference in the world.”

—LaToya Dennis, AFP TX, Fort Worth Chapter

Special thanks to RuffaloCODY for implementing the U.S. calling program pro bono for six years.

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