



September 23, 2010

Audience Relations, CBC  
P.O. Box 500 Station A  
Toronto, ON  
Canada, M5W 1E6

To Whom It May Concern:

As the president and CEO and chair-elect of the Association of Fundraising Professionals representing 3,200 charitable fundraisers in Canada, we are writing with several concerns about your recent article, "Charities paid \$762M to private fundraisers."

The telemarketing contracts cited as examples in the article are simply unacceptable. Neither a charity with good governance practices nor the Canada Revenue Agency, which oversees charities, would permit the existence of such arrangements under the fundraising guidance. In fact, the CRA has produced guidance, developed in consultation with the philanthropic sector, that exists to curb and prevent abuse in the charitable sector. With tools such as the fundraising guidance, properly resourced, the CRA has the ability to address all of the concerns raised in the CBC article.

We do take strong exception to the views presented by Ms. Bahen in the article. The fact is most charities are focused on ensuring that their costs are held to a minimum because of their mission focus and the public concern over these issues. Costs for telemarketing may be high, but other types of fundraising (ones that are utilized with far more regularity) are much more efficient with lower costs and better returns. Judging the sector's fundraising costs by looking solely at telemarketing paints a highly inaccurate picture.

According to AFP's recent State of Fundraising Survey, only a quarter of charities used telemarketing in 2009. Of those, 70 percent relied on telemarketing for just 10 percent or less of their annual donations in 2009.

An overwhelming majority of fundraisers work directly for the charities for which they raise funds, and are involved with a variety of activities related to donor relations, marketing, and ethical stewardship. Other fundraisers serve as consultants and help plan campaigns.

Professional fundraisers are educated and trained in ethics and abide by an ethical code. They work to develop lasting relationships with donors to build capacity and ensure charities are sustainable and can successfully accomplish their missions. And they are paid a salary for their work, just like other professionals in different fields.

The article brings to light an important issue for the public, and donors are encouraged to ask questions before they make a contribution. But the federal government has the power through the CRA to address abuses, and telemarketing is a small facet of fundraising in Canada.

Professional fundraisers are working hard (and successfully) at raising funds effectively and efficiently, making the best use of donor dollars to provide critically needed programs and services. AFP will continue to work with the CRA to ensure that charities understand fundraising guidelines and comply with the law.

Sincerely,



Paulette V. Maehara, CFRE, CAE  
President and CEO  
Association of Fundraising Professionals



Andrea McManus, CFRE, CAE  
Chair-Elect  
Association of Fundraising Professionals