STRAWHECKER PREDICTS STRONG PERFORMANCE

Based on Historic 2007 Results

With an increase of 37 percent in our fundraising, 2007 was our most successful year in the foundation’s 30-year history,” said Paul J. Strawhecker. “That success foretells a great year in 2008.”

Strawhecker, president of Paul J. Strawhecker, Inc., a full-service fundraising consulting firm in Omaha, Neb., began his second term as chair of AFP Foundation for Philanthropy on Jan. 1.

“An integral piece to our success in 2008 is having strong, dedicated leadership,” Strawhecker said as he welcomed five new directors to the foundation board. They include Melinda Conway Callahan, CFRE, president of Presbyterian Villages of Michigan Foundation in Southfield, Mich.; Gary M. Coley, Ph.D., CFRE, vice president for development at Cook Children’s Health Foundation in Fort Worth, Texas; Bernadine Douglas, CFRE, assistant vice president at Embry Riddle Aeronautical University in Daytona Beach, Fla.; Laura L. Fike, CFRE, director of gift planning at The Children’s Medical Center in Dayton, Ohio; and Kevin J. Foyle, CFRE, associate vice president for development at Rice University in Houston.

In 2007, the foundation raised more than $1.6 million, an historic amount, which has enabled it to support and provide more programs that advance ethical and effective fundraising.

“Establishing a successful major-gifts program has been a dream of the foundation’s board for several years, and last year that dream was realized,” Strawhecker observed. “Our fundraising success was largely due to receiving major gifts.”

Major gifts amounted to more than $900,000 in 2007, a 114 percent increase over 2006, and supported several different programmatic areas.

The Edyth Bush Charitable Foundation of Winter Park, Fla., provided a grant of nearly $50,000 to support AFP’s 2008 Think Tank on Leadership, Governance and Giving. The Think Tank will take place Oct. 7-8, in Orlando.

“We are very appreciative of the Edyth Bush Charitable Foundation’s continued support and confidence in AFP and the foundation,” said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. The Edyth Bush Foundation provided its first grant of more than $32,000 to the foundation in 2006 to support the Youth In Philanthropy Summit. The foundation also raised more than $200,000 for the Awards for Philanthropy program.

“In addition to these major gifts, the foundation received numerous gifts in 2007 for its various endowment funds. More than $30,000 in new gifts was received for the Alphonce J. Brown Jr. Endowment for Excellence in Leadership; the Ron and Pam Carroll Endowment for International Developments at Rice University in Houston. For further information on the foundation’s endowment program, please contact Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy.

In a demonstration of honorable philanthropy, Marjorie and Stephen Levy have partnered with AFP Foundation for Philanthropy to create a new endowment dedicated to providing scholarships for members of AFP educational and professional development programs. The Levys have committed $250,000 to this endowment, with an additional $100,000 planned gift.

The Marjorie K. and Stephen M. Levy Philanthropic Professional Education Endowment Fund will be the single largest endowment of AFP Foundation for Philanthropy. The endowment’s scholarship program has the potential to rival the size and impact of the foundation’s very successful and widely recognized Chamberlain Scholars Program, which provides funding for one first-time attendee from each chapter to AFP’s International Conference on Philanthropy.

“We are so grateful to Marjorie and Stephen for their exceptional gifts to AFP Foundation. It is a tremendous demonstration of their philanthropic heart and their continuing commitment to AFP and the foundation,” said Paul J. Strawhecker, MPA, ACFCRE, chair of AFP Foundation for Philanthropy. “They truly set an example that others can emulate.”

“AFP has been a vital and joyful part of my life,” Levy said. “Marjorie and I are privileged to help enable other philanthropic professionals advance their careers and continue to impact the worthy nonprofit organizations they serve.”

Levy has a long history of support and involvement with AFP Foundation for Philanthropy. In 1999 he served as chair of the foundation’s board of directors. Since then, he has been a guiding force in expanding the Omega Circle planned-giving program.

Levy initially came to AFP (then NSFRE) through the AFP New York Long Island Chapter while serving as director of development and public relations for the Gurwin Jewish Nursing and Rehabilitation Center in Commack, N.Y. He served as president of the Long Island Chapter, and was selected as their Fundraiser of the Year in 1992.

It is not surprising that the new endowment will support educational scholarships given Levy’s deep involvement in education. For many years, Levy has served as an adjunct faculty member in the fundraising management program at Columbia University’s School of Continuing Education in New York. He also provides fundraising counsel to nonprofits through Levy Philanthropic Counsel, LLC, headquartered in Huntington, N.Y.

The Marjorie K. and Stephen M. Levy Philanthropic Professional Education Endowment Fund becomes the foundation’s 28th endowment fund. Under new policies adopted in 2007, a named endowment with a restricted purpose must have at least $50,000 within 24 months of the foundation’s receipt of the first gift.

For further information on the foundation’s endowment program, please contact Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy, at 800-666-3863 ext. 482 or cdeane@afpnet.org.
OMEGA CIRCLE INDUCTS RECORD NUMBER OF NEW MEMBERS

A FP Foundation for Philanthropy’s planned-giving program, Omega Circle, inducted 16 new members into the Class of 2007 in Lexington, Ky., on Oct. 13. This is the most new members added to the Omega Circle in one year since the program’s inception.

The Omega Circle recognizes donors that make a planned gift valued at $5,000 or more to AFP Foundation for Philanthropy or AFP Foundation for Philanthropy—Canada.

In conjunction with AFP’s new Leadership Academy and board meetings in Lexington, Ky., the foundation hosted an induction dinner to honor the 16 individuals. Each donor had the opportunity to express the motivating reasons that prompted him or her to make the commitment.


The foundation began its partnership with Advantage Consulting in 2002 to conduct the Every Member Campaign (EMC) Calling Program. Advantage and Omega Circle Consulting in Los Angeles, said, “I am a member of the Omega Circle because of my growth journey with the voluntary credential, CFRE. Through the wise and learned members of AFP, I expanded my knowledge and understanding of philanthropy, certification and the fundraising profession. My planned gift will assist AFP in expanding its impact on the ethical professionalization of fundraising for decades to come. The friendships made the difference!” Rice also serves as a member of the foundation’s board of directors.

The Omega Circle continues its growth in 2008, having received two new commitments in January.

PARTNERSHIPS EXTEND REACH OF FOUNDATION’S EFFORTS


The foundation began its partnership with Advantage Consulting in 2002 to conduct the Every Member Campaign (EMC) Calling Program. The EMC Advantage Calling Program is an integral piece of the foundation’s annual fund. The partnership provides pro bono service to the foundation and has added new donors, re-engaged past donors, and raised more than $1.3 million to date.

Since 2005, EU Services has provided pro bono direct-mail services for the foundation’s Every Member Campaign. The partnership has helped to grow the foundation’s annual fund by reviving its direct-mail program and has raised more than $45,000.

The Association of Fundraising Professionals (AFP) provides in-kind administrative and office services to the foundation. “We appreciate AFP providing the foundation with many services as an in-kind gift,” said Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy. “AFP’s continued support demonstrates its support of the foundation’s mission and goals.”

AFP Foundation for Philanthropy appreciates each of its partners for their ongoing support in advancing ethical and effective fundraising. With great partners, the foundation is able to reach every member.
2007 ANNUAL FUND AWARD WINNERS ANNOUNCED

Each year AFP Foundation for Philanthropy recognizes outstanding chapter performance in the annual fund. The foundation has five award categories that are given to chapters that reach the highest level within each group of like-size chapters. The awards include Highest Annual Fund Giving, Highest Every Member Campaign (EMC) Total Giving, Highest Percent Member Participation, Highest Chapter Treasury Gift and Highest EMC Dollars Per Chapter (in the EMC Advantage calling Program).

2007 Annual Fund Awards

2007 Highest Annual Fund Giving
50-149 Members: AFP CA, Greater San Fernando Valley Chapter—$2,565
150-299 Members: AFP FL, Palm Beach County Chapter—$10,915
300+ Members: AFP DC, Washington D.C. Metro Area Chapter—$35,652

2007 Highest Every Member Campaign (EMC) Total Giving
54 Members: AFP AZ, Northern Chapter—$2,140
50-149 Members: AFP FL, Fort Lauderdale/Broward Chapter—$7,915
150-299 Members: AFP NY, Greater New York Chapter—$8,204
300+ Members: AFP DC, Washington D.C. Metro Area Chapter—$7,072

2007 Highest Percent Member Participation
0-49 Members: AFP TX, Houston Chapter—35%
50-149 Members: AFP FL, North Central Chapter—25%
150-299 Members: AFP FL, Palm Beach County Chapter—86%
300+ Members: AFP PA, Philadelphia Chapter—37%

2007 Highest Chapter Treasury Gift
0-49 Members: AFP FL, Pinellas County Chapter—$16
50-149 Members: AFP FL, Fort Lauderdale/Broward Chapter—$9,000
150-299 Members: AFP CT, Connecticut Chapter—$3,000
300+ Members: AFP CA, San Diego Chapter—$1,200

2007 Highest EMC Dollars Per Chapter (in the EMC Advantage Calling Program)
15-49 Members: AFP FL, Treasure Coast Chapter—$16
50-149 Members: AFP IA, Greater Tri-State Chapter—$86
150-299 Members: AFP FL, Rhodes Island Chapter—$16
300+ Members: AFP MN, Minneapolis Chapter—$64

2007 Award of Excellence
AFP AZ, Northern Chapter—$63,577

A FP Foundation for Philanthropy has announced the recipients of the 2007 Every Member Campaign (EMC) Chapter Partnership Grants. Eighty-five AFP chapters have qualified for the partnership grants.

The EMC Chapter Partnership Grant program is available to U.S. chapters that reach or exceed their EMC goal. The partnership grants represent 25 percent of the total funds received through gifts and pledge payments from each chapter.

Participants are required to commit to strong partnerships with a local nonprofit, to partner with other local chapters to support their local activities, such as educational seminars, scholarships and National Philanthropy Day® events. In order to receive the partnership grant, chapters must submit a proposal on how they will use the funds before they are disbursed. AFP Foundation for Philanthropy—Canada administers a similar program to AFP’s Canadian chapters.

“We truly view the Every Member Campaign as a partnership effort with AFP chapters. Our goal is for every chapter to qualify for a grant,” said Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy.

2007 EMC Chapter Partnership Grant Recipients

AFP AK, Alaska Chapter
AFP AR, Arkansas Chapter
AFP AZ, Northern Chapter
AFP AZ, Greater Arizona Chapter
AFP AZ, Southern Chapter
AFP CA, Desert Communities Chapter
AFP CA, Golden Gate Chapter
AFP CA, Greater Los Angeles Chapter
AFP CA, Greater San Fernando Valley Chapter
AFP CA, Monterey Bay Chapter
AFP CA, Orange County Chapter
AFP CA, San Diego Chapter
AFP CA, Silicon Valley Chapter
AFP CA, Valley Chapter
AFP CA, Wine Country Chapter
AFP CT, Connecticut Chapter
AFP CT, Fairfield County Chapter
AFP DC, Washington D.C. Metro Area Chapter
AFP FL, Brandon Chapter
AFP FL, Palm Beach County Chapter
AFP FL, Southwest Florida Chapter
AFP FL, Treasure Coast Chapter
AFP HI, Aloha Chapter
AFP IA, Central Chapter
AFP IA, Eastern Chapter
AFP IA, Greater Tri-State Chapter
AFP ID, Idaho Chapter
AFP IL, Central Chapter
AFP IL, Chicagoland Chapter
AFP IL, Chicago Chapter
AFP IL, East Central Chapter
AFP IL, Quad Cities Chapter
AFP MI, Michiana Chapter
AFP MI, Northeast Chapter
AFP MI, Greater Lansing Area Chapter
AFP MI, Traverse City Chapter
AFP MD, Greater Philadelphia Chapter
AFP MD, Washington D.C. Metro Area Chapter
AFP MI, Great Lakes Chapter
AFP MO, Kansas City Metropolitan Chapter
AFP MO, Greater St. Louis Chapter
AFP MO, Greater St. Louis Metropolitan Chapter
AFP MO, Central Chapter
AFP MO, Northern Missouri Chapter
AFP NC, Charlotte Chapter
AFP NC, Triangle Chapter
AFP NJ, North Dakota Area Chapter
AFP NJ, New Jersey Chapter
AFP NV, Las Vegas Chapter
AFP NY, Greater New York Chapter
AFP NY, Greater New York Metropolitan Chapter
AFP OH, Greater Cleveland Chapter
AFP OH, North Central Chapter
AFP OH, Eastern Ohio Area Chapter
AFP OK, Oklahoma Chapter
AFP OK, Oregon Chapter
AFP PA, Barlow Regional Chapter
AFP PA, Central Chapter
AFP PA, Eastern Pennsylvania Chapter
AFP PA, Philadelphia Chapter
AFP PA, Northeastern Chapter
AFP RI, Rhode Island Chapter
AFP SC, Central Carolina Chapter
AFP SC, Coastal Chapter
AFP SC, Paducah Chapter
AFP TN, Southeastern Chapter
AFP TX, Fort Worth Metro Chapter
AFP TX, Greater Austin Chapter
AFP TX, Greater Dallas Chapter
AFP TX, Greater Houston Area Chapter
AFP TX, Lubbock Area Chapter
AFP TX, Permian Basin Chapter
AFP TX, San Antonio Chapter
AFP WA, South Sound Chapter
AFP WA, Washington Chapter
AFP WI, Greater Madison Chapter
AFP WI, Northeast Chapter

Strawhecker Predicts Strong Performance

Continued from page 1.

Development; the Pierpont/Welde Research Endowment Fund; and the Skystone Ryan Research Endowment Fund. (See page 1 for the complete story.)

In support of educational programs, the foundation received major-gift support for the Third Hemispheric Congress on Fundraising held in May in Mexico City. As a result, the foundation provided more than $10,000 in scholarships for attendees from throughout Latin America. Also, the foundation received an anonymous major-gift of $150,000 in 2007. Pursuant to the donor’s wish, the foundation will work to provide greater support for AFP’s and the foundation’s educational and research programs.

“In 2008, the foundation will continue to focus on its major-gifts program,” Strawhecker said. “We will give special effort to the strategic initiatives that AFP has identified. Many of these initiatives will only occur if funding is secured.”

The strategic initiatives for 2008 embrace projects and programs that touch all areas of fundraising. The initiatives include the 2008 Faculty Training Academy; funding for research on numerous topics; scholarships for AFP educational programs; ethics workshops and the development of an ethics curriculum; the Fundraising Effectiveness Project; educational programming for senior fundraising professionals; diversity projects; a new program for AFP collegiate chapter leaders; youth in philanthropy projects; and support for educational programming in Latin America and in Asia.

Additionally, the foundation will continue seeking major-gift support for the awards program, its endowments, and for naming opportunities in the new AFP international headquarters.

For more information on the foundation’s major-gifts program, or to support a particular program, please contact Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy, at 800-666-3863 ext. 482 or cdeane@afpnet.org.
A FP Foundation for philanthropy achieved great success in 2007 by raising more than $1.6 million in annual and major gifts. This represents a 37 percent increase over 2006. “On behalf of the foundation’s board of directors, I thank all of our donors whose gifts help us advance ethical and effective fundraising,” said Curtis C. Deane, CFRE, CAE, president of the foundation. “Through their gifts, each of our donors has helped to make a difference in the future of the fundraising profession.”

Foundation Donors of $250 and more during 2007

Benefactor ($2,500 – $4,999)
Stephen M. Levy, Ph.D., CFRE

Distinguished Patron ($500 – $999)
Eugene Scanlan, Ph.D., CFRE

Colette M. Murray, CFRE

Mary Jean Gilbert, CFRE

Leslie W. Brown, CFRE

Emilio Alonso-Mendoza, J.D., CFRE

Jimmie R. Alford

AFP PA, Western Chapter

AFP NY, Long Island Chapter

AFP NJ, New Jersey Chapter

AFP MI, Greater Detroit Chapter

AFP AZ, Greater Arizona Chapter

Embassy of the U.S., Brazil

AFP FL, Fort Lauderdale/Broward

Skystone Ryan

Carol J. Numrich, CFRE

Paulette V. Maehara, CFRE, CAE

Gail L. Freeman

($2,000 – $3,499)
Area Chapter

Carol W. Goodwin

Richard K. Martin, CFRE

Arthur Makar, CFRE

Milton Key, CFRE

John Kelleher, CFRE

Gustave Kein, CFRE

Yezdyar S. Kaoosji, CFRE

Bob Hopkins

Lorraine Holmes Settles, CFRE

Ann M. Hale, MA, CFRE

Lori Gusdorf, CAE

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Paul Pribbenow, Ph.D., CFRE

June K. Mansberger-Royer, CFRE

Kimberly Mathews Britton

John R. Brightman

Blair T. Blum


Winter/Spring 2008

THE STEWARD

2007 MOST SUCCESSFUL YEAR IN AFP FOUNDATION’S HISTORY