MAJOR GIFTS PROGRAM FUELS PHILANTHROPY FOR THE FUTURE

Strategic Initiatives identified in collaboration with AFP continue to drive efforts of the AFP Foundation for Philanthropy to secure major gifts. “Major gifts from individuals, corporations, foundations, and AFP Chapter affiliates are the backbone of innovation and growth for AFP programs that advance ethical and effective fundraising worldwide,” says Paul J. Strawhecker, MPA, ACFRE, president of Paul J. Strawhecker, Inc. of Omaha, Neb., and chair of AFP Foundation for Philanthropy. Since the inception of the Strategic Initiatives Major Gifts Program in 2005, the foundation has raised nearly $300,000 as the essential means to fund the strategic agenda of AFP.

Fifteen strategic initiatives for 2008 span critical professional issues ranging from education and research to the support for AFP Chapter enterprise, and the promotion of philanthropy in communities of color and youth in philanthropy. In partnership with a corps of committed volunteers, the foundation engages in vigorous outreach to increase the financial means that will fund the pressing strategic priorities of the profession.

As part of the foundation’s major gifts program this year, individual gifts to the foundation and an in-kind contribution from the University of Saint Thomas in Minneapolis fueled the highly acclaimed Faculty Training Academy, AFP offered this program for the fourth time this past June. The cumulative strategic investment by AFP and the Foundation has produced 127 master teachers, who are now volunteering as highly qualified instructors and mentors.

Over the coming months, the foundation will continue its pursuit of major gifts that will help to make AFP strategic initiatives a reality. Solicitations are currently underway to fund innovative programs to expand philanthropy within communities of color. Industry leader, Community Counselling Services, (CCS) has extended its major gift support to sponsor Kaleidoscope, AFP’s diversity e-newsletter. This electronic publication is an important voice for communication that connects global communities by promoting diversity to donors, boards and fundraisers.

In further support of diversity in philanthropy, the foundation will be working to secure major gifts for a ground-breaking conference, “Fundraising for Communities of Color,” to convene in Philadelphia.

AFP FOUNDATION SUPPORTS RESEARCH

One of the core purposes of the AFP Foundation for Philanthropy is to seek funding and provide support for research on fundraising and philanthropy. While it may be difficult for an individual chapter to obtain funding for research, the foundation is well suited for this role because it represents the broad spectrum of AFP membership to the funding community. Research results are disseminated to the field through the AFP website and articles in eWire and Advancing Philanthropy magazine. The foundation currently provides ongoing support to four specific programs:

The Legacy Leaders Planned Giving Research Grant Program, administered by the AFP Research Council, was begun in 1996 to encourage individuals who wish to undertake research projects that enrich our knowledge of philanthropic fund raising and improve its practice. The program offers grants up to $10,000 annually. Recent grants have supported the following projects:

- “Giving Circles and Fundraising in the New Philanthropy Environment” by Anna Eikenberry
- “The Revolving Door: A Study on the Voluntary Turnover of Fundraisers in the Nonprofit Sector” by Aleah Horstman
- “An Exploration of Capital Campaign Team Organization and Functioning and the Impact on Fund Raising Success” by Preston Hicks

The Legacy Leaders Planned Giving Research Grant Program, also administered by the AFP Research Council, was established in 2003 with funding from the foundation’s research partner Legacy Leaders, Inc. The program offers grants for up to $10,000 CN annually to individuals who wish to undertake research projects related to planned giving. The first report from this program “Causes and Correlates of Charitable Giving in Estate Planning: A Cross-sectional and Longitudinal Examination of Older Adults” by Russell James was released in the September/October issue of Advancing Philanthropy. Two additional grants were recently awarded:

- Adrian Sargeant and Jen Shang for research on “Identification, Death and Bequest Giving.” The project will explore how individuals who are considering making or have made planned gifts identify with the organizations they want to support.
- Patrick M. Rooney and Melissa S. Brown will explore “Gender Differences on Motives that Drive Bequest Behavior.” The researchers that connect global communities by promoting diversity to donors, boards and fundraisers.

In further support of diversity in philanthropy, the foundation will be working to secure major gifts for a ground-breaking conference, “Fundraising for Communities of Color,” to convene in Philadelphia.

Forces for Good: The Six Practices of High-Impact Nonprofits by Leslie R. Crutchfield and Heather McLeod Grant, received the 2008 AFP Skystone Ryan Research Prize. Heather McLeod Grant is pictured with Leslie W. Brown, CFRE at the International Conference on Fundraising in San Diego.

I hope to enhance the understanding of the roles gender plays in planned giving decisions, and help practitioners ensure that planned giving programs take gender differences into account.

The Ernest W. Wood Fellowship Research Prize, created by The Center on Philanthropy at Indiana University and the AFP Foundation for Philanthropy, supports research related to fundraising, including major gifts and capital campaigns. The $10,000 Prize, made possible by an endowment from Ernest W. Wood’s family and friends was recently awarded to Yue (Jen) Shang, a Ph.D. student at the Center on Philanthropy at Indiana University. Ms. Shang is studying how social networks and social identity influence giving patterns.

The Skystone Ryan Research Prize was established in 1990 to encourage research that extends the knowledge of fundraising and philanthropy. The $3,000 annual award is made possible by an endowment established by Skystone Ryan, Inc. Prize winners over the years have included both practitioners and scholars.

The 2008 Prize winners were Leslie R. Crutchfield and Heather McLeod Grant, Forces for Good: The Six Practices of High-Impact Nonprofits.
Endowments Advance Key Programs

Our endowments are the third leg of the stool that supports our grant-making. Without the income produced by our endowments, many crucial programs would be injured or even eliminated,” said Curtis C. Deane, CFRE, CAE, President of the AFP Foundation for Philanthropy. “When combined with unrestricted funds (primarily from the Every Member Campaign), and temporarily restricted funds (primarily from our major gift programs), the earnings from the permanently restricted funds in our endowments provide the grant funding for AFP’s strategic initiatives, several scholarship programs, fundraising research projects, fundraising ethics education programs, and many other projects,” Deane said.

The foundation has 26 different endowment funds, with an aggregate value of approximately $685,000. In 2008, the foundation is expecting to make grants totaling $73,400 from the endowments earnings. Four of the funds have not achieved the minimum funding level that would allow for grants to be made from their earnings. The minimum for establishing a named endowment for generating unrestricted funding is $25,000, and the minimum is $50,000 for establishing an endowment fund to support a restricted purpose.

The Ralph E. Chamberlain Memorial Endowment Fund provides support for the Chamberlain Scholars Program, which is amongst the foundation’s best known programs. The fund supports an International Conference on Fundraising Scholarship for one person from each AFP chapter each year. With approximately $200,000 from each endowment, the Chamberlain Endowment is the largest in the foundation’s portfolio, and in 2008 it provided funding for about one-third of all Chamberlain Scholars. The remaining two-thirds were funded by the unrestricted funds raised through the 2007 Every Member Campaign.

Scholarships are the most popular program for endowment funding, with 16 of the individual endowment funds dedicated to this purpose. The Pierpont-Welde Research Library Endowment Fund funds the foundation’s program of giving grants to chapters which purchase the Pierpont-Welde Affiliate Library Collection and donate it to a public library. Consisting of 36 books on philanthropy and fundraising, the collection embodies the fundamental knowledge base of the fundraising profession. The collection is named Pierpont-Welde in honor of long time and current AFP member Robert Pierpont, CFRE, and his wife Marion, and their parents Robert and Elise Pierpont and John and Florence Welde. The Pierponts are the primary patrons of the endowment fund.

The Patricia F. Lewis Ethics Endowment Fund provides support for AFP’s Ethics Workshops, which are held at least twice a year at different venues across North America. The endowment’s financial support has allowed the workshops to be held with no registration fees charged to the participants.

“We want to continue to grow the portfolio of the endowments, and thereby increase the grant support available for these important programs. All 26 endowment funds are open to new contributions,” Deane said. In 2007 new endowment cash gifts totaled over $57,000.

Chapter Board Members Set an Example

Thirty-five AFP chapter members throughout the U.S. and Canada have achieved 100 Percent Board Participation in the 2008 Every Member Campaign. Chapter board members set a great example for their membership through their leadership and volunteerism, as well as through their giving.

“It is important to practice what we preach to our own boards,” says Marnie Hill, CFRE, chair of AFP Foundation for Philanthropy – Canada. “It shows true leadership to our members and volunteers when we can say that we have 100 board participation.”

Both the AFP Foundation for Philanthropy and the AFP Foundation for Philanthropy – Canada would like to thank those chapters that have achieved 100 Percent Board Participation as of September 4, 2008. Thank you for your leadership!
CHAMBERLAIN SCHOLARS EXPRESS THEIR GRATITUDE

The 45th AFP International Conference on Fundraising welcomed 132 Chamberlain Scholars in San Diego on Sunday, March 30, 2008. “Thank you for the opportunity to apply for the scholarship. This scholarship gave me a chance to go to the conference when I would not otherwise have been able to attend. I think back on those four days in San Diego and know they will impact my career in the years to come. A fresh stack of business cards sits on my desk and represents new relationships with other fundraisers that I have formed. The conference was an excellent opportunity that has re-energized me and has reinvigorated my attitudes toward fundraising. Thank you again” said Blair Nicholls, scholarship winner from AFP MB, Manitoba Chapter.

The Chamberlain Scholars program is funded by contributions to the Every Member Campaign and through a planned gift from Ralph E. Chamberlain, CFRE, and enables one first-time attendees from each chapter to attend AFP’s annual International Conference on Fundraising. Individuals who work in non-profit organizations use this opportunity to develop their knowledge and skills in fundraising and to exchange ideas with colleagues from all over the world.

The Every Member Campaign is one of several campaigns that make up the foundation’s annual fund. Unrestricted gifts help to fund educational programs, partnership grants and research, in addition to the Chamberlain Scholarships.

For more information on the Chamberlain Scholars Program, please contact Catherine Wemette, MPA, director of chapter administration at 800-666-3863 ext 452 or cwemette@afpnet.org.

Major Gifts Program Fuels Philanthropy for the Future

Continued from page 1

in June 2009. This conference will be co-sponsored by the AFP Greater Philadelphia Chapter in collaboration with AFP, AFP Foundation for Philanthropy, and the National Center for Black Philanthropy. Its uniqueness is that the content will be taught by highly qualified and culturally sensitive faculty who will present information about how communities of color can establish and sustain successful fundraising programs.

AFP initiated the Collegiate Chapters Program in 2005 to introduce philanthropy at the collegiate level. Skilled professionals are the treasure trove for the nation’s growing number of philanthropic organizations. AFP Collegiate Chapters are ideal incubators for the next generation of fundraisers and philanthropists. In support of this initiative, the foundation is seeking major gifts to increase the number of Collegiate Chapters, particularly in historically black colleges and universities and other ethnically diverse academic communities. As another means of extending the impact of the Collegiate Chapter Leaders Program, the foundation will secure major gifts to sponsor the first annual Collegiate Chapter Leaders Program, please contact Catherine Wemette, MPA, director of chapter administration at 800-666-3863 ext 452 or cwemette@afpnet.org.

For more information on the foundation’s major-gifts program, or to support a particular project, please contact Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy, at 800-666-3863 ext. 492 or cdeane@afpnet.org.

Chapters who share a commitment to advance international philanthropy. Through its Strategic Initiatives Major Gifts Program, the foundation forges strong partnerships within the fundraising community and amasses the critical means through which philanthropy can flourish throughout the world. “The AFP Foundation’s mission is serious and significant business,” says Paul Strawhecker. “Our plate is always full. However, we never lose sight of our goal to continually increase the resources available through the foundation for education, research and ethical practice that continue to brand philanthropy with the mark of excellence.”

For more information on the foundation’s major-gifts program, or to support a particular project, please contact Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy, at 800-666-3863 ext. 492 or cdeane@afpnet.org.

Thirty-three participants attended AFP’s Faculty Training Academy (FTA) held June 11-13, 2008 at the University of Saint Thomas in Minneapolis, Minn.
2008 Chapter Treasury Campaign Donors
As of August 27, 2008

T he Chapter Treasury Campaign, part of the foundation’s annual fund, raises unrestricted financial support from AFP’s 187 chapters around the world. The funds raised supports scholarships, chapter partnership grants, and fundraising research among other programs.

“The foundation greatly appreciates the support we receive from the AFP chapters,” said William M. Moran, FAHP, ACREF, executive director of St. Vincent’s Foundation in Birmingham, Ala., and chair of the foundation’s Chapter Fundraising Committee. “Gifts from our chapters inspire their members to give to the foundation through the Every Member Campaign.”

The campaign’s 2008 goal is $120,000.

2008 Chapter Treasury Campaign Donors

John F. Garofalo, CREF
Heather C. Gaskins, CREF
Heather D. Gas, CREF
Water R. Gates, III, CREF
Marshall R. Geary, CREF
Jessica J. Godbold, CREF
Jennifer L. Green, CREF
Toni H. Greaves, CREF
Brenda J. Goldsmith, CREF
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Mark D. Johnson, CREF
Gayle P. Jones, CREF
Kathleen M. Jones, CREF

Sandra A. Adams, ACREF
Sam Albert
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April Britt
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Julie J. Bracken
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Sandy S. Bragginton
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Adam Buck, CREF
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Sean Carter, CREF
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Adam Burk, CFRE
Julie S. Bornhoeft, CFRE
Kathleen Betz
Helene Benitez, CFRE
Michael J. Baker, CFRE
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Deborah Howe Allen
Alpha Society Donors make a difference.

More than 185 donors contribute to the AFP Foundation for Philanthropy through the Alpha Society. The Alpha Society is the foundation’s monthly giving program which provides donors with an easy way to make a gift to the Every Member Campaign.

“AFP is a priority for my giving each year. It is gratifying for me to give back to the organization that impacted my career with the highest standard of knowledge and finest people in our profession,” said Leslie Brown, CREF, LW Brown Company, Inc in Fort Lauderdale, Fla., and an Alpha

Chapter donor since 2002. “The Alpha Society is the best incentive for maximum giving to AFP.” By joining the Alpha Society, a donor elects to have their gift to the foundation transferred directly from their checking account or credit card each month. This monthly gift continues until the donor wishes to make a change. Using this method benefits both the donor and the foundation. The donor becomes a consistent giver, which is important in an environment and allows the donor to never have to wonder if their sent in the gift for their current every every Chapters wishing to make a commitment to the 2008 Chapter Treasury Campaign should do so by December 31.

The foundation appreciates and acknowledges the support of AFP's chapters and will recognize all 2008 donors in the annual report and at AFP's 46th International Conference on Fundraising in New Orleans.

Alpha Society Donors:
Sandra A. Adams, ACREF
Sam Albert
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April Britt
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Adam Buck, CREF
Britt Smith-Barton
Suzanne P. Cabrera, CREF
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