



## AFP FACT SHEET

**The Association of Fundraising Professionals (AFP)** is the professional association of individuals and organizations that generate philanthropic support for a wide variety of charitable institutions. Founded in 1960, AFP advances philanthropy through its 31,000 members in more than 240 chapters throughout the world. AFP has inspired global change and supported efforts that generated over \$1 trillion. **AFP's individual and organizational members raise over \$115 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world.**

AFP represents nearly 3,500 members in 20 chapters across Canada. The association's work in Canada is supported by the AFP Canada Board and the AFP Foundation for Philanthropy-Canada.

So that it can promote stewardship, donor trust and effective and ethical fundraising, AFP:

- Requires members to comply with a *Code of Ethical Principles and Standards* that is designed to provide concrete guidelines for fundraising professionals in philanthropic organizations. The code is underscored with an enforcement process managed by the AFP Ethics Committee.
- Was instrumental in creating and maintaining *A Donor Bill of Rights*, a document that outlines what donors have the right to expect from charitable organizations to which they contribute.
- Raises public awareness and interest in philanthropy through programs such as National Philanthropy Day® on November 15 (now a permanently recognized day in Canada by the federal government), Youth in Philanthropy and the AFP Awards for Philanthropy.
- Is an original founder of and current participating organization in a worldwide certification program through Certified Fund Raising Executive (CFRE) International. The CFRE credential verifies experience and knowledge of fundraising and philanthropy. AFP also provides the Advanced Certified Fundraising Executive (ACFRE) credential for senior professionals.
- Encourages research on fundraising and philanthropy, including *What Canadian Donors Want*, AFP's bi-annual look at giving trends; the *Nonprofit Research Collaborative Year-End Fundraising Survey*; the *Fundraising Effectiveness Project*, which looks at how charities can be more efficient in their revenue generation; and the annual *Compensation and Benefits Study*, focusing on fundraising salaries.
- Provides professional development programs about fundraising, including AFP ICON (AFP's annual International Conference on Fundraising), the largest gathering of fundraising professionals in the world; Leadership Academy; CFRE Refresher Course; The Fundamentals of Fundraising Course; Donor Retention: A Self-Assessment Workshop; and a series of online offerings including webinars and e-courses.
- Provides information about philanthropy through its Fundraising Resource Center, which houses a comprehensive collection of books, periodicals, speeches and audio/visual materials on fundraising and the nonprofit sector.
- Supports legislation and regulations to encourage philanthropic giving and ethical fundraising.