**Dear Colleague**

Fundraising professionals are the heart and soul of philanthropy, providing the link between generous donors and the causes that inspire them.

The AFP Foundation for Philanthropy – Canada is the philanthropic arm of AFP and its Chapters in Canada. As with every non-profit, our resources don’t match our ambitions or the needs of the charitable sector. The Foundation is mandated to fundraise to support the mission, goals and strategic priorities of AFP right here in Canada. Through the provision of grants to Chapters, Members and non-Members, and supporting AFP initiatives, the Foundation is **Enhancing Ethical Practice, Building Satisfying Careers, and Strengthening the Sector & Society.**

I’m writing to you today as the President of the AFP Greater Toronto Chapter’s Annual Campaign to provide you with the opportunity to join me in supporting the 2015.

When I pay my AFP dues, I am investing in my personal development. When I make my annual gift to the foundation I am making an investment in the development of the profession today and in the future.

We all give for different reasons:

* the opportunity to 'give back' to the profession and to help the profession grow stronger,
* the opportunity to help develop future leaders,
* the opportunity to help your Chapter reach its yearly goal, and
* you believe your gift enhances programs and services beyond what membership dues provide.

I ask you to think about yours and consider the AFP Canadian Foundation as one of your chosen charities.  You can either go on-line, [Donate Now](http://r20.rs6.net/tn.jsp?e=001taA-v_AKOUHgYzDaiffd73xdbcnVj3X6UaJYIQjiYb_K31HCbuSoVG7B6DGS_oKrztTSsbqom3bZfptrHNrTuXvDPvyPcjz9f9qMkUsd3EMs46igGIiTG1gfCfZwAGrcfTAcKSQvG9K0ZKSIm1f8mVLeGgoy--P5iVOeHFwMuofvTX1X8mcQAtBTF9WOBgslAbvEq1kBq4c=), and make your donation or you can complete the [Pledge Form](http://r20.rs6.net/tn.jsp?e=001taA-v_AKOUHgYzDaiffd73xdbcnVj3X6UaJYIQjiYb_K31HCbuSoVG7B6DGS_oKrH31xI5zQEkOUDtGq1a3qpKaJtrDEDRqEvuyjnzKlI39o65tDvU55ypZ9J_SDjoX7gGV9tPJspOVkFaFU8Unwppz9xgwjduJSNbqxAwkXFhOmehJZwui_wSW_XUTo-Sy3_eI33JnzrOM=).

Our Chapter benefits directly from the Campaign’s success. With our members’ donations we are able to provide scholarships to the AFP Greater Toronto Chapter’s Congress and Fundraising Day, the mentor program, important research for the sector and participate in Canada wide webinars and webcasting sessions.

“*I just wanted to say THANK YOU again for the Bursary for the AFP Congress.  It was an incredible opportunity and my mind is still spinning from all of the sessions.  The topics were pertinent, the speakers were engaging and the other participants were encouraging.  I had no idea it was as big an event as it was and it was more than worthwhile!  I am excited to put some new knowledge and insight to the test and share what I learned at Congress with my other colleagues. Thank you again for the experience!  I think it is going to change my world.” Scholarship Recipient*

By giving to the Every Member Annual Campaign you could help one person change their life.

You can make a one-time gift to the Foundation, or you can become a member of the Alpha Society. The Alpha Society is comprised of members who have pledged a monthly gift to the Foundation, which can be charged to a credit card, or through pre-authorized debit withdrawals. For as little as $8.34 a month you can become a Silver Medalist Donor with a total donation of $100.08.

I hope you will join me in supporting our Chapter’s Annual Campaign.

As facilitators of philanthropy, your chosen profession is like no other – the results of your work and the outcomes and impact of your charitable organization make for a stronger society.

Yours in Fundraising,

President, AFP \_\_\_\_\_\_Chapter