



# Fulfilling the Promise of Philanthropy

Every donation you make holds the promise of philanthropy.

## About the AFP Foundation for Philanthropy – Canada

The AFP Foundation for Philanthropy – Canada helps donors and charities realize the promise of philanthropy by strengthening the fundraising professionals who enable philanthropy to happen. We do this through Research, Supporting the Profession, Leadership in Philanthropy and Diversity & Inclusion.

## Supporting the Profession

Our ambition is to continually build the capacity of all fundraisers to learn, develop and succeed with new responsibilities at different stages in their careers.



### SCHOLARSHIPS

# \$8,302

In 2020, the Foundation granted 15 scholarships for a total of \$8,302

# \$240,949

Since 2011, the Foundation has granted 397 scholarships, for a total of \$240,949



### EDUCATION

#### In 2020

3 complimentary webinars:

- “Fundraising Team Effectiveness in Challenging Times”
- “On Leadership, Decision Making and Organization Resilience”
- “Achieving Success in a VUCA<sup>2</sup> Environment”

#### In 2019

- “More Than a Movement, The Power of Youth Philanthropy” livestream webinar at Toronto Congress
- AFP IDEA #Solvathon workshop at Banff Compass



*I am so grateful for AFP Foundation’s support of my continuing education in fundraising.*

*This scholarship not only enabled my return to post-secondary, it provided an incredible opportunity to connect with others in the field, volunteer with the Foundation, and be recognized by my colleagues and mentors. I highly recommend applying for this support, especially to my fellow new fundraisers!*

**- Brittney Wynnyk,**  
AFP Calgary & Area Chapter



### RESEARCH

#### 2021

- “What Canadian Donors Want” part 5

#### 2020

- “Fundraising Effectiveness Project’s (FEP) 2019 Canada Fourth Quarter Report”

#### 2019

- “Innovative practices in donor engagement of women: A Canadian Study.” Research grant awarded to Juniper Glass



### CANADIAN MEMBERSHIP

# 3,100+ members 21 Chapters

- Vancouver Island
- Vancouver
- Okanagan
- Edmonton
- Calgary
- Southern Alberta
- Saskatoon
- South Saskatchewan
- Manitoba
- Canada South
- London
- Golden Horseshoe
- Greater Toronto
- South Eastern Ontario
- Central Ontario
- Ottawa
- Quebec
- New Brunswick
- Nova Scotia
- Cape Breton
- Newfoundland & Labrador





**The AFP Fundamentals of Fundraising course I attended as a National Scholarship Program recipient held tremendous value for me.**

*Having only one year of fundraising under my belt, this course was truly foundational. I came away feeling I could confidently speak the language of fundraising and make an achievable plan for my organization.*

- Melanie Dailey, AFP South Eastern Ontario Chapter



## MENTORSHIP

**\$19,950**

**Total chapter mentorship funding since 2011.**



## INCLUSION & DIVERSITY

### Fellowship in Inclusion and Philanthropy Program

The program provides education, professional development and mentorship to mid-level and emerging Canadian nonprofit professionals representing a wide range of cultural backgrounds.

The goal of this program is to build the capacity of emerging fundraising leaders that reflect the diversity of our communities.

2019  
Graduates:  
**20**  
Fellows

Total fellows  
to date:  
**80**

### AFP Diversity Scholarship Program

In 2021 Diversity Scholarships for \$1,500 were awarded to 2 recipients to attend AFP Virtual ICON.

Recipients:  
**2**

Scholarships  
awarded:  
**\$1,500**



## TRANSLATION

Offered in both official languages:

### In 2021

- "What Canadian Donors Want"
- Fundamentals in Fundraising Curriculum

### In 2020

- "Fundraising Effectiveness Project's (FEP) 2019 Canada Fourth Quarter Report"
- "Donor Engagement of Women in Canada."

### In prior years

- "New Narrative White Paper"
- "Fundraising is Awesome"
- "Member Value Matrix"
- All nine Ready Reference guides (for example, "Asking for Major Gifts", "Reviving Your Donor File").



## REGIONAL PROGRAMS

Grants to AFP chapters to offer resources in their local geographic area such as educational programs, scholarships, and National Philanthropy Day®.

**\$38,452**

**in grants were awarded in 2020 to 10 chapters across Canada**

**\$291,439**

**Total grants awarded since 2012.**

Thank you for making this happen with your generous donations!



### AFP FOUNDATION FOR PHILANTHROPY - CANADA

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