

AFP CANADA GR VISION AND PILLARS

**WHY
(vision)**



**WHAT
(5-year
outcomes)**



**WHO
(stakeholders)**



**GUIDING
PRINCIPLES
(pillars)**

We advocate for an environment that strengthens effective and ethical fundraising to encourage giving

Our vision is that more asking will lead to more giving and greater impact

Need for and societal benefits of fundraising are understood and valued by government stakeholders

AFP is a trusted advisor

We serve Canadian fundraising professionals (members and non-members)

We focus our GR efforts at the federal level, addressing select provincial issues that may have broader implications

Our GR work benefits donors, beneficiaries and the fundraising profession

Collaborate with chapters in Canada

Leverage the new Narrative for Canadian Fundraising

Partner with sector allies

**Integrate the principles of IDEA
Demonstrate value to members**