

From the Chair of the U.S. Foundation for Philanthropy

As I conclude my term as Board Chair of the AFP U.S. Foundation for Philanthropy, I find myself reflecting on the many wonderful donors I have had the opportunity to personally meet along the way. Of course, many of them I call “friend” but beyond that personal relationship, I respect them profusely for the passion they exhibit for the fundraising profession that we all care deeply about.

To the more than 4,000 annual donors to the U.S. Foundation for Philanthropy: **THANK YOU!** You have made an incredible impact on the fundraising profession through your gifts. Just take a minute to reflect on your gift and how it strengthens the fundraising profession, a critical component in serving the missions of more than a million nonprofits serving our society and changing the world!

I’m so grateful for all of our donors—your support means so much and promotes the growth and strength of our profession. I would like to recognize those who are in our special giving societies and let them know how much their donations mean to the fundraising profession.

Champion’s Circle members demonstrate visionary leadership and commitment to build the capacity of philanthropy through ethical and effective fundraising with a minimum five-year commitment of at least \$25,000. The following are the current Champion Circle Donors for the Foundation.

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The Leadership Society recognizes those donors who have given a cumulative \$10,000 to the Foundation and commit to a minimum annual gift of at least \$1,000. The following are the current Leadership Society Donors.

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- James K. and Claudia A. Looney, FAHP²
- Jaye Lopez Van Soest, CFRE
- Harry Lynch, CFRE²

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Honoring Extraordinary Partnerships Between Staff and Volunteers

As a professional fundraiser, you’re used to working with countless volunteers. Some of those relationships are good, some mundane, and maybe even a few bad ones. But how many of those volunteer-staff relationships are truly extraordinary?

In 22 years of service, Rebecca Powell created an incredible legacy of impactful relationships with volunteers.

Bob Carter, CFRE, chairman of Carter, a philanthropic consulting firm formed in 2011 and a past chair of AFP in 2013–2014, has made a \$50,000 gift to the AFP Foundation for Philanthropy to name the “Rebecca Powell Board Room” at the AFP offices in Arlington, Va.

Rebecca was the director of board governance and ethics for much of her time at the AFP. Some of the highlights of her work at the association included:

- Overseeing revisions to and upholding the AFP Code of Ethical Standards and Principles. She provided important leadership to the Ethics Committee in ensuring this core pillar of the association maintained its integrity.
- Providing support to the different AFP Boards in countless ways, serving as a historian and parliamentary expert, as well as a confidant and friend.
- Serving as the director of board governance for 12 AFP board chairs and 14 Foundation board chairs. She was also instrumental in the creation of the new AFP Canada Board.
- Managing the operations for the AFP Political Action Committee Board to solicit and administer gifts that enhance AFP’s work on Capitol Hill.
- Working alongside three AFP President & CEOs during her tenure.
- Being the go-to person on so many levels for our leaders and members.

Why did Bob make such a wonderful gift in recognition of a staff member? “Rebecca, and other staff we can each name, whose dedication and hard work to the organization are always expected and yet seldom are adequately recognized by the leadership outside management, deserve this kind of tribute,” said Bob.

“Added to this opportunity is that all of us at Carter, my firm, recognizes the needs AFP has given the pandemic and likely shortfalls in operating funds.”

Bob first met Rebecca when she came to AFP (known as the National Society of Fund Raising Executives at the time) in 1998 as the executive assistant to Paulette Maehara, CFRE, then president and CEO. Bob was CEO of Ketchum at the time, and the firm was investing significantly in AFP. He recalls how Rebecca became the “go-to” person even in those early days of getting to know her.

“Rebecca always stressed transparency and was fearless and honest regardless of the circumstance,” continued Bob. “She took the high road and at times questioned my ideas, forced me to think twice about topics and ultimately made me a better leader. She is an enduring memory of my time at AFP. Added to all of this, I believe that during stressful times, it is important that those close to organizations they care about do what they can to help. Now is one of those times.”

At the same time that Bob made his leadership gift, a group of previous chairs of AFP formed a committee to raise funds in honor of Rebecca that would be designated toward AFP’s ethics program. Bob challenged this group to raise an additional \$50,000 to honor an extraordinary staff person and at the same time provide important support for one of AFP’s core pillars—ethics! The sentiments expressed above are repeated over and over again about a special staff person who made the volunteer experience and leadership fulfilling, meaningful and impactful.

“In my view, the AFP Foundation for Philanthropy supports programs and opportunities for inclusion, diversity and equity—ideas and principles that could not be more timely or important,” concluded Bob. “That focus, in addition to projects in research, scholarships and continued convening of thought leaders, make AFP and the AFP Foundation more relevant than ever.”



Continued from page 1.

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And our legacy giving program is called the Omega Circle. These donors have made a commitment of at least \$5,000 in their planned gifts to the AFP Foundations for Philanthropy.

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- Chairman's Club: \$25,000+
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- Founders' Club: \$5,000-\$9,999
- Steward's Club: \$2,500-\$4,999
- President's Club: \$1,000-\$2,499
- Ambassador's Club - Emerald Level: \$500-\$999
- Ambassador's Club - Ruby Level: \$250-\$499
- Ambassador's Club - Sapphire Level: \$100-\$249
- Friends of the Foundation: \$50-\$99+

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- *Ernest W. and Karen Wood
- Angela L. Young, MLA, CFRE

* Deceased • ^λ Leadership Society Member • ^Ω Omega Circle

U.S. Foundation Scholarship Impact

In 2020, the AFP Foundation for Philanthropy funded over 200 scholarships for AFP ICON VIRTUAL, ICON Summer Sessions, and AFP LEAD. We helped young professionals, those in the field who have been affected by COVID-19, members of diverse communities, and so many more, to have the opportunity to increase their learning opportunities, professional experiences, and leadership development.

The Foundation is making true impact in the lives of professional fundraisers across the country by providing greater access to education and resources.

Our scholarships included (among others):

- 59 Chamberlain Scholars to ICON VIRTUAL
- 51 Diverse Communities Scholarships to ICON VIRTUAL and AFP LEAD
- 17 Women's Impact Initiative Cohort Scholarships to AFP LEAD
- 53 Scholarships for AFP ICON Summer Sessions—specifically for young professionals and those affected by COVID-19

YOUR 2020 GIFTS HAVE ALREADY SUPPORTED

ICON Virtual:

- 59 Chamberlain Scholars
- 5 Diverse Communities Scholarships

LEAD:

- 17 Women's Impact Initiative Cohort Scholarships
- 5 Levy Emerging Leader Scholarships
- 46 Diverse Communities Scholarships
- 12 Young Professional Scholarships

ICON Summer Sessions:

- 53 Scholarships – specifically to those professionally affected by COVID-19 and young professionals

We can't even fit all of the support we've provided this year – over 350 scholarships and discounts for these programs alone!

AFP LEAD Matching Program

In a new twist for our matching program, a group of women in AFP Foundation for Philanthropy and AFP Global leadership positions banded together to fund the AFP LEAD 2020 Matching Program. Benefiting BE the CAUSE, our annual, unrestricted fund, the campaign raised \$9,291 from 256 donors—and with the match, that resulted in **\$12,291** that will go directly to helping your fundraising profession!

Thank you to our incredible leadership—and to you for your support!



Helen Arnold, CFRE
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Rebecca Powell Tribute Fund

Creating a Code of Ethical Principles for the fundraising profession was the impetus for four gentlemen to create the National Society of Fundraisers (NSFR) in 1960. Today that organization is the Association of Fundraising Professionals with 30,000 fundraising professionals signing their adherence to the Code of Ethics annually.



Rebecca Powell left AFP earlier this year after 22 years of service, and her impact on volunteers was truly extraordinary. A fund was created in her name which helped support the 2020 Ethics Awareness Month in October which shared examples daily of each fundraising

principle from the AFP Code of Ethical Principles and how they can be used by fundraising professionals.

Chaired by three former AFP Global Chairs: Timothy Burcham, CFRE, Andrea McManus, CFRE and Colette Murray, CFRE, the AFP Foundations for Philanthropy have raised \$18,857 (as of Oct 26, 2020) toward this fund. Ms. Murray, who is also a past chair of the Ethics Committee shared "Raising funds to support the credibility of the fundraising profession through an enforced Code of Ethical Principles honors the 60th anniversary of this association. And at the same time honors a long-standing staff member who supported the volunteers in upholding these high standards."

Thank you very much to the donors to the Rebecca Powell Tribute Fund for Ethics.

- Helen B. Arnold, CFRE
- Paula Attfield
- Dzenan Berberovic, CFRE
- Lisa Blackwelder
- Nancy M. Brown CFRE
- Alphonse Brown, ACFRE
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2020 ICON Exhibitors Provide Support for Scholarships—A thank you!

When AFP ICON turned into AFP ICON VIRTUAL, many of AFP's existing exhibitors chose to donate their exhibitor costs to fund scholarships through the AFP Foundation for Philanthropy. Dozens of scholarships have been available for ICON VIRTUAL, ICON Summer Sessions, and AFP LEAD due to their incredible generosity.

Thank you to all of our wonderful exhibitor donors!

521 Promo	Carter	Cornershop Creative	Grant Professionals Association	NACHA, The Electronic Payments Association
AGH Strategies	CFRE International	Crescendo Interactive, Inc	Greater Giving	Neon One
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2020 100% Board Participation List *as of 11/1/2020*

We want to thank those who have reached 100% Board Participation in donating to BE the CAUSE!

AFP AR, Arkansas Chapter	AFP FL, Nature Coast Chapter	AFP LA, Greater New Orleans Chapter	AFP PA, Eastern Chapter
AFP AR, Northwest Chapter	AFP FL, Southwest Chapter	AFP MO, Greater St. Louis Chapter	AFP PA, Northwest Chapter
AFP AZ, Greater Arizona Chapter	AFP FL, West Chapter	AFP NC, Triangle Chapter	AFP TN, Greater Smokey Mountains Chapter
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AFP CA, Greater San Fernando Chapter	AFP IA, Greater Tri State Chapter	AFP OH, Greater Cleveland Chapter	AFP VA, Greater Tri State Chapter
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AFP CA, Yosemite Chapter	AFP IL, Chicago Chapter	AFP OH, Northeast Chapter	AFP VA, Shenandoah Chapter
AFP CO, Colorado Chapter	AFP KY, Bluegrass Chapter	AFP OH, Northwest Chapter	AFP WI, Northeast Chapter
AFP FL, Indian River Chapter	AFP LA, Baton Rouge Chapter	AFP PA, Berks Regional Chapter	

2020 Chapter IMPACT Gifts and Pledges *as of 11/12/2020*

We want to thank those chapters who have made a Chapter Impact Gift!

AFP AB, Calgary & Area Chapter	AFP CO, Colorado Chapter	AFP LA, North Chapter	AFP ON, Canada South Chapter
AFP AB, Edmonton & Area Chapter	AFP CT, Fairfield County Chapter	AFP MA, Massachusetts Chapter	AFP ON, Central Ontario Chapter
AFP AK, Alaska Chapter	AFP DE, Brandywine Chapter	AFP MB, Manitoba Chapter	AFP ON, Golden Horseshoe Chapter
AFP AL, Central Chapter	AFP FL, Central Chapter	AFP MD, Maryland Chapter	AFP ON, Greater Toronto Chapter
AFP AR, Arkansas Chapter	AFP FL, Greater Polk County Chapter	AFP MD, Western Chapter	AFP ON, Ottawa Chapter
AFP AR, Northwest Chapter	AFP FL, Indian River Chapter	AFP MI, Capital Area Chapter	AFP ON, South Eastern Chapter
AFP AZ, Greater Arizona Chapter	AFP FL, Nature Coast Chapter	AFP MI, West Michigan Chapter	AFP OR, Oregon & Southwest Washington Chapter
AFP AZ, Northern Chapter	AFP FL, Southwest Florida Chapter	AFP NC, Triangle Chapter	AFP OK, Oklahoma Chapter
AFP AZ, Southern Chapter	AFP GA, Greater Atlanta Chapter	AFP ND, Northern Plains Chapter	AFP PA, Eastern Chapter
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AFP BC, Vancouver Island Chapter	AFP IA, Greater Tri-State Chapter	AFP NJ, New Jersey Chapter	AFP PA, Western Chapter
AFP CA, Greater San Fernando Valley Chapter	AFP IL, Chicago Chapter	AFP NS, Nova Scotia Chapter	AFP QC, Quebec Chapter
AFP CA, Inland Empire Chapter	AFP IL, Rockford Area Chapter	AFP NV, Sierra Chapter	AFP RI, Rhode Island Chapter
AFP CA, Los Angeles Chapter	AFP IN, Northeast Chapter	AFP NY, Hudson Mohawk Chapter	AFP SD, South Dakota Chapter
AFP CA, Orange County Chapter	AFP KY, Greater Louisville Chapter	AFP NY, Mid-Hudson Valley Chapter	AFP SK, Saskatoon Chapter
AFP CA, Silicon Valley Chapter	AFP LA, Baton Rouge Chapter	AFP NY, Long Island Chapter	AFP SK, South Saskatchewan Chapter
AFP CA, Yosemite Chapter	AFP LA, Greater New Orleans Chapter	AFP OH, Central Chapter	AFP TX, Greater Austin Chapter
		AFP OH, Greater Cincinnati Chapter	AFP TX, Central Chapter
		AFP OH, Greater Cleveland Chapter	AFP VA, Hampton Roads Chapter
		AFP OH, Greater Dayton Region Chapter	AFP VA, Shenandoah Chapter
		AFP OH, Greater Springfield Chapter	AFP WA, South Sound Chapter
		AFP OH, Northeast Ohio Chapter	AFP WI, Upper Mississippi Valley Chapter
		AFP OH, Northwest Chapter	AFP WI, Greater Madison Chapter

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4300 Wilson Boulevard, Suite 300 • Arlington, VA 22203-4168
 U.S. Phone: (800) 666-3863 • Canada Phone: (416) 941-9144
 U.S. Email: foundation@afpglobal.org
 Canada Email: cdnfoundation@afpglobal.org