



# AFP in Canada Strategic Plan

2022–2025



# Vision

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To stimulate a world of generosity and positive social good through fundraising best practice.

# Mission

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AFP empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

## GOALS AND OBJECTIVES

# PROMOTE INCLUSION, DIVERSITY, EQUITY, AND ACCESS (IDEA)

### Goal:

AFP in Canada is recognized as a thought leader in its commitment to advancing the principles of IDEA (inclusion, diversity, equity, and access) in Canada, amplifying the work of AFP Global, and demonstrating the social and business value of inclusive behaviours, practices, and environments in the fundraising profession, the philanthropic sector and throughout all of society. These IDEA practices are embedded in everything we do.



### Objectives:

1. Demonstrate that membership on AFP in Canada national boards, committees and task forces reflects a diverse and inclusive community in the Canadian context.
2. Relaunch the Fellowship in Inclusion and Philanthropy Program to attract and retain more fundraising professionals who represent the diversity of the communities served by AFP in Canada.
3. Strive to offer national level communications in Canada in both official languages to ensure accessibility.
4. Seek ways to provide AFP programs and services in Canada for fundraising professionals who have limited access.
5. Develop a strategy to advance AFP in Canada's commitment to the Truth and Reconciliation Commission recommendations in response to the systemic impact of colonialism on fundraising.

## GOALS AND OBJECTIVES

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# RELEVANT AND HIGH-QUALITY EDUCATION ABOUT THE FUNDRAISING PROFESSION IN CANADA

### *Goal:*

In Canada, AFP champions access to education, training, and information resources for fundraising professionals to succeed no matter their title or their role in their organization.

### *Objectives:*

1. Actively seek opportunities to include the Canadian context in educational programs.
2. Increase the number of programs offered in both of Canada's official languages.
3. Promote an increased understanding of IDEA in the Canadian context, including cultural awareness on racism.
4. Support and generate Canadian based research relevant to the charitable and fundraising communities based on emerging needs in the sector.



## GOALS AND OBJECTIVES

# INCREASE CAPACITY AND STRENGTHEN COMMUNITY

### *Goal:*

AFP in Canada will amplify the work of AFP Global in demonstrating the benefits of AFP membership and work to add value to the membership experience in Canada.

### *Objectives:*

1. Guided by “the Narrative for Canadian Fundraising,” increase the credibility of the fundraising profession and demonstrate its value and impact.
2. In partnership with AFP chapters and sector allies, position AFP as an influential thought leader and voice for the philanthropic and charitable communities in Canada.
3. Undertake consistent and effective communications demonstrating the value of AFP membership in Canada along with the benefits and resources available.
4. AFP Canada and the AFP Foundation for Philanthropy – Canada will continue to work together to maximize revenue generation to deliver on the goals articulated in the strategic plan.



## GOALS AND OBJECTIVES

# CHAMPION ETHICAL FUNDRAISING PRACTICES

### Goal:

AFP in Canada will amplify AFP Global's work to promote the AFP Code of Ethics as a key resource for the professional development of ethical leaders in fundraising.

### Objectives:

1. Highlight ethics as an integral value that sets AFP apart. Encourage greater awareness of the importance of ethics and standards among members, the sector, and the public.
2. Proactively publish and share positive Canadian stories that demonstrate ethical behaviours across the fundraising landscape that can serve to enhance the fundraising brand.

