2019 ANNUAL REPORT

ASSOCIATION OF FUNDRAISING PROFESSIONALS
AND
ASSOCIATION OF FUNDRAISING PROFESSIONALS
FOUNDATIONS FOR PHILANTHROPY

www.afpglobal.org
MESSAGE FROM
MARTHA SCHUMACHER, CHAIR, AFP

What is the primary driver of why someone continues to give? Why do people keep coming back, eager to support their favorite mission?

Every time AFP asks this question in a survey, we get the same answer: it’s because of something the fundraiser and/or organization did. Not some external event. Not because of the tax benefits. It’s the things you do as a fundraiser. You listen to donors. You ask them for support. You connect with them and move them to action. And they stay because they feel respected, cared for and heard.

What we do matters. What the fundraising community does matters. It has incredible impact—that’s why we call fundraising the impact profession. And that’s why I’m so excited to serve as your chair—to be able to help lead this organization that supports you, so you can, in turn, support your organization, your donors and your community.

And AFP made an incredible impact in 2019 on our profession. We continued the work of the Women’s Impact Initiative, culminating in the first Women’s Impact Summit in October, where we introduced new research and resources for advancing women in the profession. We also used October to celebrate Ethics Awareness Month and offered tools and guidance on the biggest ethical issues in our profession. The Women’s Impact Initiative will continue evolving in the future, and we plan on making Ethics Awareness Month an annual event.

We launched several new partnerships in 2019. We worked with leading management consulting firm Korn Ferry to offer AFP360°, a suite of online career builder and management tools provided to all AFP members. We also collaborated with the American Association of University Women to offer free salary negotiation workshops to help fill the gender salary gap.

AFP also innovated in our research projects, pushing back the frontiers of what we know about our profession. Our Job Satisfaction Survey is one of the first of its kind to look in-depth at the challenges and obstacles fundraisers face in their workplaces, how they feel about different aspects of their job, and reasons for leaving current positions to look for new ones. Our Nonprofit Research Collaborative, Fundraising Effectiveness Project, and Compensation and Benefits surveys are the foundational reports that take the timeliest pulse of what’s happening in the fundraising landscape.

Personally, having the privilege to serve AFP as chair in 2019 was incredible. There were so many amazing moments throughout the year: teaching at the Hemispheric Congress in Mexico City, learning how to begin addressing past injustices through truth and reconciliation at the Canadian Leadership Retreat in Vancouver, and visiting with chapters from Honolulu to St. Louis to Montreal, just to name a few.
Every one of these projects, programs, services and resources are focused on one objective: to help you create impact in your fundraising. Whether it’s education and best practices, ethics and research or inclusion and diversity, everything we do is built around you and your experience in the profession. That’s our goal at AFP, every day.

Yet the impact is not just professional—it’s personal. The fundraising community touches each of us in distinct and often unanticipated ways. Maybe it’s a moment you had during a session at ICON, the largest fundraising conference in the world, or a connection you made with a fellow fundraiser at your local chapter. The network and programs that make up AFP are truly phenomenal and can even be life changing.

Case in point: what left the biggest impression on me in 2019 was a brief yet poignant moment at AFP LEAD in Phoenix last October. After Nancy Santiago Negron from Hispanics In Philanthropy gave her powerful presentation, a young self-identified Latinx woman approached me with tears in her eyes and thanked AFP for inviting Nancy to speak. She said that having Nancy on the stage made her feel seen and gave her hope that one day, she too might have the opportunity to get up in front of a group of her peers to inspire the next generation.

That is impact. It’s one of the many reasons I’m so proud of AFP and all that our team of staff and volunteers accomplished together in 2019. And I invite you to look at how we supported you, the fundraising profession and the social sector to create impact every single day.
These meetings also supported the work AFP Canada did directly on Parliament Hill. Representatives from AFP appeared three times before the Special Senate Committee on the Charitable Sector to provide our input into its final report, Catalyst for Change: A Roadmap to a Stronger Charitable Sector.

In an effort to stave off unwanted regulation and ally itself with social progress, we launched the new Narrative on Canadian Fundraising. The Narrative is already helping to shift the conversation among fundraisers and the public and how the media reports on fundraising and philanthropy. Whether at conferences, through media relations or in The Globe & Mail’s bi-annual supplement on the charitable sector, the narrative about fundraising is changing from a defensive posture to one that is more focused on the impact of fundraising.

AFP Canada’s vision is to be the bilingual voice of the fundraising profession in Canada. We want to proactively advocate for changes in the government that will allow us to raise more money more effectively and networking in the profession to help you be more successful in your fundraising. Ultimately, it’s all about making the world a better place, and that’s what our profession does.
2019 ACCOMPLISHMENTS, ACHIEVEMENTS AND MILESTONES

• **The Decade of Fundraising Leadership:** AFP President and CEO Mike Geiger, MBA, CPA, announced, beginning in 2020, that AFP will embark on a 10-year journey known as the Decade of Fundraising Leadership, focusing on leadership development and advancing fundraising—the IMPACT profession.

• **Ethics Awareness Month:** Ethics Awareness Month was officially launched in Oct. 2019. Resources for members and chapters included articles on every standard within the AFP Code of Ethics, a chapter toolkit, micro-learning videos and much more.

• **Women’s Impact Summit:** As the culmination of the first phase of AFP’s Women’s Impact Initiative, the Summit, Oct. 5–6, in Phoenix, Ariz., brought together over 200 women from across the fundraising profession to discuss progress and challenges, review new research and define new goals and next steps in creating gender equity in the profession.

• **AFP360°:** AFP partnered with Korn Ferry to produce AFP360°, an online career builder and management tool provided to all AFP members. The Standard set of services in AFP360° is provided free of charge to members!

• **American Association of University Women Partnership:** AFP launched a partnership with the American Association of University Women to offer free online negotiation workshops to all AFP members.

• **AFP ICON 2019:** More than 3,500 fundraisers converged on San Antonio, Texas, for the largest gathering of fundraising professionals in the world, March 31–April 2, featuring almost 100 educational sessions covering every aspect of development and philanthropy.

• **The Impact of Gender on Fundraising Salaries, Five-Year Trends Analysis:** The comprehensive report examined the gender salary gap research and pinpointed when the gap typically begins, providing the profession with new insights on making fundraising salaries more equitable.

• **AFP Daily and the AFP Week in Review:** The association connected more strongly to the fundraising community through the new AFP Daily newsletter and the AFP Week in Review + Job Postings to share current news, events, fundraising tips and job opportunities.

• **Fundraising Effectiveness Project:** The AFP Foundation for Philanthropy–Canada secured the funding to bring the Fundraising Effectiveness Project to Canada. Funders included DonorPerfect–Canada, The Hilborn Group and Stephen Thomas Ltd.

• **Chapter Engagement and IDEA:** AFP partnered with Art with a Heart, a youth art program in Baltimore, on the youth art contest for the 2020 ICON Diversity Art Showcase.
• **Job Satisfaction Survey:** AFP launched the first-ever Job Satisfaction Survey in partnership with The Chronicle of Philanthropy, highlighting career, workplace and office culture issues that AFP and the profession need to address and that received significant media attention.

• **Member Survey on Ethics:** The first-ever member survey on ethics was released, which highlighted the ethical issues members find most critical, and identified issues where members need more guidance and assistance in addressing in their organizations.

• **E-Courses:** AFP, in partnership with MindEdge, offered over 80 e-courses on a variety of topics including nonprofit management, leadership, finance, and HR.

• **Launched AFP Impact Stories for AFP ICON 2019:** AFP Collected members’ stories about the impact their organizations make through fundraising and showcasing them on-site in San Antonio.
AFP thanks all of our sponsors and partners who supported the work of the association in 2019 in advancing ethical and effective fundraising.

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AFP’s Strategic Sponsors support the fundraising profession, as well as the broader philanthropic community, and partner with the association on important projects and events.

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AFP CA, Santa Barbara/Ventura Counties Chapter
AFP CA, Silicon Valley Chapter
AFP CA, Yosemite Chapter
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AFP IN, Northeast Chapter
AFP LA, Greater Baton Rouge Chapter
AFP LA, Greater New Orleans Chapter
AFP MB, Manitoba Chapter
AFP MD, Western Maryland Chapter
AFP MI, Greater Detroit Chapter
AFP MN, Minnesota Chapter
AFP MO, St. Louis Regional Chapter
AFP NC, Charlotte Chapter
AFP NC, Triad Chapter
AFP OH, Central Chapter
AFP OH, Greater Cincinnati Chapter
AFP OK, Eastern Oklahoma Chapter
AFP OR, Oregon & SW Washington Chapter
AFP PA, Berks Regional Chapter
AFP QC, Quebec Chapter
AFP SC, Lowcountry Chapter
AFP SK, South Saskatchewan Chapter
AFP TN, Southeastern Chapter
AFP TX, Fort Worth Metro Chapter
AFP TX, Greater Houston Chapter
AFP TX, Lubbock Area Chapter
AFP WA, Advancement Northwest Chapter
2019 AFP TEN STAR RECIPIENTS

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AFP AB, Edmonton & Area Chapter
  AFP AK, Alaska Chapter
  AFP AR, Northwest Chapter
AFP AZ, Greater Arizona Chapter
  AFP AZ, Southern Chapter
AFP BC, Greater Vancouver Chapter
  AFP BC, Okanagan Chapter
  AFP CA, Capital Chapter
  AFP CA, Golden Gate Chapter
  AFP CA, Inland Empire Chapter
  AFP CA, Orange County Chapter
  AFP CA, San Diego Chapter
  AFP Canada, Golden Horseshoe Chapter
  AFP CO, Colorado Chapter
  AFP CT, Fairfield County Chapter
AFP DC, Washington DC Metro Area Chapter
  AFP FL, Central Chapter
  AFP FL, Indian River Chapter
  AFP FL, Nature Coast Chapter
  AFP FL, Palm Beach County Chapter
  AFP FL, Southwest Chapter
  AFP FL, Space Coast Chapter
  AFP FL, Suncoast Chapter
  AFP FL, Treasure Coast Chapter
  AFP HI, Aloha Chapter
  AFP IA, Central Chapter
  AFP IA, Eastern Chapter
AFP IA, Greater Tri-State Chapter
  AFP IL, Central Chapter
  AFP IL, Chicago Chapter
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  AFP WI, Northeast Chapter
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2019 FRIENDS OF DIVERSITY CHAPTERS

The Friends of Diversity Designation recognizes those chapters who have accomplished many of the key objectives outlined in the advancing diversity strategic goal. This designation encourages chapters to perform specific activities designed to increase diversity within fundraising and public awareness of the importance of philanthropy in all cultures.

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AFP AL, Alabama Chapter
  AFP AL, North Chapter
AFP AR, Arkansas Chapter
  AFP AR, Northwest Chapter
AFP AZ, Greater Arizona Chapter
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AFP BC, Greater Vancouver Chapter
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AFP CA, Desert Communities Chapter
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  AFP NY, Genesee Valley Chapter
  AFP NY, Hudson-Mohawk Chapter
  AFP NY, Mid-Hudson Valley Chapter
  AFP NY, New York City Chapter
It has been a pleasure to complete my first year as chair of the AFP Foundation for Philanthropy – U.S. I have worked hard to establish two overarching goals for my term as chair:

1. Elevate the awareness and the relevance of the Foundation in members and chapter’s minds; and
2. Increase the Foundation’s fundraising capacity over the next three years.

With the Case for Support that was developed in 2018, we have our priorities identified and can use them to seek external support. The case outlines an ambitious four-part strategy to strengthen our sector.

1. Attract and Develop Fundraising Leaders
2. Support Research on Critical Issues in Fundraising
3. Build a Stronger Sector Through a More Diverse Workforce
4. Renew Public Trust in Charitable Organizations

While it is important to always be looking ahead, it is also exciting to reflect upon the impact that the Foundation has provided to the fundraising profession, and I’d like to share some of the key highlights and milestones of the Foundation’s 2019 work:

- **Making Educational Opportunities Available:** For the 2019 AFP International Conference on Fundraising, held in San Antonio, the Foundation provided 127 Chamberlain Scholarships (for first-time attendees), 23 Diverse Community Scholarships and 11 Collegiate Scholarships, giving scholars the opportunity to engage with thousands of fundraisers at the largest conference for fundraising professionals in the world. The Foundation also granted 21 Leadership Scholarships for members to attend the 2019 Leadership Academy in Phoenix, Ariz.

- **Supporting AFP Chapters:** The Foundation distributed $96,457 back to chapters who achieved or exceeded their BE the CAUSE fundraising goals. Chapters then used these funds to support a variety of professional education, leadership development, ethics and public awareness programs in their communities.

- **Leadership Development:** The Foundation hosted a Leadership Summit with thirty thought-leaders who met to develop an intentional leadership development program for the fundraising profession. Additionally, AFP LEAD, held in Phoenix, Ariz., was sponsored by the AFP Foundation for Philanthropy – U.S. for the fourth year. The Foundation is proud to provide this important educational opportunity for our chapter leaders and fundraising professionals on their leadership development.

- **Research:** The Skystone Partners Research Prize was awarded to Michael Moody, Ph.D., and Sharna Goldseker, for their book, *Generation Impact: How Next Gen Donors are Revolutionizing Giving.*
There are many remarkable stories of the Foundation doing what it was created to do: supporting the advancement of the fundraising profession, and helping each member reach their own true potential. For us, some of the highlights of the year included:

- **Supporting Local Initiatives:** The Foundation granted more than $24,000 back to chapters to help fund programs on the community level that advanced fundraising and philanthropy. These grants included scholarships to local programs and offering fundraising education in the community.

- **Making Education Opportunities Available:** Twenty-one individuals were able to attend high-quality educational events, including the AFP International Conference on Fundraising, AFP Toronto Congress, AFP LEAD, and local/regional gatherings, through almost $15,000, in scholarships granted by the Foundation through the National Scholarship Program, James Julien Scholarship and Mo Davies Bursary Fund.

- **Advancing Fundraising Knowledge:** More Than a Movement, The Power of Youth Philanthropy livestream was held at the Toronto Congress with the Foundation’s support.

The Foundation values its new partnership with AFP Canada and continues to refine the roles and responsibilities of both entities in order to bring enhanced value to the fundraising profession in Canada.
• **Promoting Diversity and Inclusion:** Through a grant received from Canadian Heritage, eighteen fellows graduated from the Fellowship in Inclusion and Philanthropy Program.

• **Research for the Fundraising Profession:** *Innovative Practices in Donor Engagement of Women: A Canadian Study* was completed by Juniper Glass, MPNL, and made available in both English and French.

As we transition from one chair to the next, we are committed to a smooth transition and continued focus in providing important resources for the fundraising profession in Canada.
The AFP Foundation for Philanthropy – Mexico works to provide relevant content for its members, as well as host valuable networking and learning opportunities in an effort to impact the fundraising and philanthropic sector in Mexico and beyond.

Made possible by a generous grant from IBM, two online courses were launched on August 15, 2019, in Spanish, titled Develop Your Case Statement and Legal Requirements and Tax Obligations for Nonprofits in Mexico. They are open to the public, but there is a registration process in an effort to effectively capture contact information.

AFP Mexico, together with Tec de Monterrey and Junta de Asistencia Privada offered the 9th Hemispheric Congress on June 3-4, 2019, at the Tec de Monterrey Campus in Santa Fe, Mexico City. There were 205 attendees at the Hemispheric Congress.

During the AFP Mexico Foundation Annual Meeting—in an effort to explore what is best for AFP Mexico—a task force was formed of AFP Mexico Chapter presidents and chaired by Gustavo Flores Alvarez, chapter president of the Monterrey Chapter.

The board would like to thank all of our donors who have supported the AFP Mexico Foundation through their gifts of time, money and commitment. Your engagement is what makes our work possible. We look forward to working with you well into the future as we further build the story of the AFP Foundation for Philanthropy – Mexico and its impact upon our country’s fundraising.
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- Overall Giving: AFP MN, Southern Chapter ($1,930)
- Participation: AFP FL, Nature Coast Chapter (58.33%)
- Increased Participation: AFP PA, Allegheny Mountains Chapter (32.84% Increase)
- Chapter Impact Campaign: AFP ON, Canada South Chapter ($700)

Chapter Grouping II: (51–100 members)
- Overall Giving: AFP NV, Las Vegas Chapter ($3,739.99)
- Participation: AFP IL, Rockford Area Chapter (46.43%)
- Increased Participation: AFP NV, Las Vegas Chapter (13.77% Increase)
- Chapter Impact Campaign: AFP VA, Shenandoah Chapter ($680)

Chapter Grouping III: (101–250 members)
- Overall Giving: AFP FL, Central Chapter ($10,000)
- Participation: AFP AR, Northwest Chapter (37.95%)
- Increased Participation: AFP WI, Northeast Chapter (20.72% Increase)
- Chapter Impact Campaign: AFP FL, Central Chapter ($5,000)

Chapter Grouping IV: (251–400 members)
- Overall Giving: AFP AB, Calgary Chapter ($13,025.24)
- Participation: AFP QC, Quebec Chapter ($21%)
- Increased Participation: AFP TX, Greater Austin Chapter (4.39% Increase)
- Chapter Impact Campaign: AFP CA, Orange County Chapter & AFP New Jersey Chapter ($5,000)

Chapter Grouping V: (400+ members)
- Overall Giving: AFP ON, Greater Toronto Chapter ($45,405.92)
- Participation: AFP WA, Advancement Northwest Chapter (26%)
- Increased Participation: AFP DC, Washington DC Metro Area Chapter (4.89% Increase)
- Chapter Impact Campaign: AFP TX, Greater Houston Chapter ($10,000)
CHAMPIONS CIRCLE

Members of the AFP Foundation for Philanthropy Champions Circle demonstrate visionary leadership and a commitment to build the capacity of philanthropy through ethical and effective fundraising. Membership in the Champions Circle requires a minimum five-year commitment totaling at least $25,000.

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Jennifer Wall
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Jennifer Wolbrecht, CFRE
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William Rogers
Yanick Dahan
Yasmine Mingay
Yvette Herrera

C Denotes membership in the Champions Circle • λ Denotes membership in the Leadership Society
Ω Denotes membership in the Omega Circle
## ASSOCIATION OF FUNDRAISING PROFESSIONALS
AND AFP FOUNDATION FOR PHILANTHROPY

*Consolidated Statement of Financial Position*

**DECEMBER 31, 2019**

### ASSETS

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<tr>
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<th>2019</th>
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<td>Cash and cash equivalents</td>
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<td>$5,154,162</td>
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<td>Investments</td>
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<td>943,847</td>
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<td>Accounts Receivable, net</td>
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<td>87,461</td>
</tr>
<tr>
<td>Pledges Receivable, net</td>
<td>185,943</td>
<td>112,253</td>
</tr>
<tr>
<td>Prepaid Expenses and other</td>
<td>350,019</td>
<td>374,677</td>
</tr>
<tr>
<td>Inventory</td>
<td>66,272</td>
<td>77,012</td>
</tr>
<tr>
<td>Property, equipment and leasehold improvements, net</td>
<td>1,059,647</td>
<td>1,406,887</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$8,434,538</strong></td>
<td><strong>$8,156,299</strong></td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$831,532</td>
<td>$824,345</td>
</tr>
<tr>
<td>Accrued loss on subleases</td>
<td>378,900</td>
<td>560,772</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>4,361,142</td>
<td>4,400,446</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>586,459</td>
<td>906,253</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$6,158,033</strong></td>
<td><strong>$6,691,816</strong></td>
</tr>
</tbody>
</table>

**Net assets (deficit):**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restrictions, as restated</td>
<td>(873,982)</td>
<td>(242,376)</td>
</tr>
<tr>
<td>With donor restrictions, as restated</td>
<td>1,402,523</td>
<td>1,222,107</td>
</tr>
<tr>
<td><strong>Total net assets (deficit)</strong></td>
<td><strong>$2,276,505</strong></td>
<td><strong>$1,464,483</strong></td>
</tr>
</tbody>
</table>

**Total liabilities and net assets**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$8,434,538</strong></td>
<td><strong>$8,156,299</strong></td>
</tr>
</tbody>
</table>
# ASSOCIATION OF FUNDRAISING PROFESSIONALS AND AFP FOUNDATION FOR PHILANTHROPY

*Consolidated Statement of Activities*

**Year Ended December 31, 2019**

## Activities Without Donor Restrictions

<table>
<thead>
<tr>
<th>Revenue and support</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership dues</td>
<td>$5,829,557</td>
<td>$5,715,081</td>
</tr>
<tr>
<td>Registration fees</td>
<td>2,873,265</td>
<td>3,028,228</td>
</tr>
<tr>
<td>Royalty income</td>
<td>1,106,772</td>
<td>1,245,275</td>
</tr>
<tr>
<td>Advertising and sponsorships</td>
<td>1,002,348</td>
<td>682,058</td>
</tr>
<tr>
<td>Contributions and grants</td>
<td>499,483</td>
<td>522,844</td>
</tr>
<tr>
<td>Exhibitor fees</td>
<td>293,700</td>
<td>308,231</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>42,363</td>
<td>63,840</td>
</tr>
<tr>
<td>Sales of merchandise</td>
<td>67,800</td>
<td>60,000</td>
</tr>
<tr>
<td>Donated services</td>
<td>51,895</td>
<td>51,370</td>
</tr>
<tr>
<td>Sublease rental income</td>
<td>351,045</td>
<td>30,141</td>
</tr>
<tr>
<td>Investment return, net</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total Revenues and Support</strong></td>
<td><strong>$12,150,768</strong></td>
<td><strong>$11,707,068</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program services</strong></td>
</tr>
<tr>
<td>Center for fundraising innovation</td>
</tr>
<tr>
<td>Marketing and communications</td>
</tr>
<tr>
<td>Member and chapter services</td>
</tr>
<tr>
<td>Public policy, advocacy, and ethics</td>
</tr>
<tr>
<td>Relevant quality education</td>
</tr>
<tr>
<td>Inclusion and influence</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and general</td>
</tr>
<tr>
<td>Resource development</td>
</tr>
<tr>
<td><strong>Total supporting services</strong></td>
</tr>
</tbody>
</table>

| Change in net assets without donor restrictions | 632,106 | 1,030,712 |

**Total Revenues and Support** | **$12,443,739** | **$11,950,238**
### ACTIVITIES WITH DONOR RESTRICTIONS

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>363,743</td>
<td>252,753</td>
</tr>
<tr>
<td>Investment return, net</td>
<td>109,144</td>
<td>(19,403)</td>
</tr>
<tr>
<td>Net assets released from donor restrictions</td>
<td>(292,971)</td>
<td>(275,196)</td>
</tr>
<tr>
<td>Change in net assets with donor restrictions</td>
<td>179,916</td>
<td>(9,820)</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td><strong>$812,022</strong></td>
<td><strong>$452,171</strong></td>
</tr>
<tr>
<td>Net assets (deficit), beginning of year</td>
<td>1,464,483</td>
<td>1,012,312</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td><strong>$2,276,505</strong></td>
<td><strong>$1,464,483</strong></td>
</tr>
</tbody>
</table>
**AFP FOUNDATION FOR PHILANTHROPY—CANADA**  
**FOUNDATION DE PHILANTHROPIE AFP—CANADA**

**AUDITED STATEMENT OF REVENUE AND EXPENSES**  
FOR THE YEAR ENDED DECEMBER 31, 2019

<table>
<thead>
<tr>
<th>REVENUE</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designated</td>
<td>$56,839</td>
<td>$4,880</td>
<td>$31,138</td>
<td>$92,857</td>
<td>$83,957</td>
</tr>
<tr>
<td>Member</td>
<td>34,808</td>
<td>0</td>
<td>87,340</td>
<td>122,148</td>
<td>121,972</td>
</tr>
<tr>
<td>Inclusive givings project income</td>
<td>29,689</td>
<td>0</td>
<td>0</td>
<td>29,689</td>
<td>78,903</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>121,336</strong></td>
<td><strong>4,880</strong></td>
<td><strong>118,478</strong></td>
<td><strong>244,694</strong></td>
<td><strong>284,832</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional designated allocations</td>
<td>18,427</td>
<td>1,000</td>
<td>0</td>
<td>19,427</td>
<td>42,840</td>
</tr>
<tr>
<td>National designated allocations</td>
<td>66,246</td>
<td>1,724</td>
<td>413</td>
<td>68,383</td>
<td>42,371</td>
</tr>
<tr>
<td>Inclusive giving project</td>
<td>41,910</td>
<td>0</td>
<td>0</td>
<td>41,910</td>
<td>78,903</td>
</tr>
<tr>
<td>Translation</td>
<td>0</td>
<td>0</td>
<td>7,248</td>
<td>7,248</td>
<td>11,507</td>
</tr>
<tr>
<td>Program support</td>
<td>16,864</td>
<td>0</td>
<td>0</td>
<td>16,864</td>
<td>27,632</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>143,447</strong></td>
<td><strong>2,724</strong></td>
<td><strong>7,661</strong></td>
<td><strong>153,832</strong></td>
<td><strong>203,253</strong></td>
</tr>
</tbody>
</table>

| Administration and fundraising |  |  |  |  |  |
| Administrative support | 0 | 0 | 7,496 | 7,496 | 6,070 |
| Charitable donations | 0 | 0 | 0 | 0 | 100 |
| Bank and credit card fees | 0 | 1,104 | 719 | 8,224 | 7,814 |
| Donor recognition | 0 | 0 | 2,218 | 2,218 | 1,943 |
| Fundraising consulting support | 0 | 0 | 24,340 | 24,340 | 27,711 |
| Insurance expense | 0 | 0 | 0 | 0 | 1,620 |
| Meeting expenses | 0 | 0 | 3,817 | 3,817 | 3,262 |
| Office supplies | 0 | 0 | 711 | 711 | 1,082 |
| Postage and Courier | 0 | 0 | 1,652 | 1,652 | 1,886 |
| Printing and reproduction | 0 | 0 | 969 | 969 | 348 |
| Professional fees | 0 | 0 | 53,744 | 53,744 | 43,567 |
| Telephone and fax | 0 | 0 | 1,686 | 1,686 | 1,857 |
| Travel | 0 | 0 | 18,012 | 18,012 | 9,823 |
| Website | 0 | 0 | 164 | 164 | 94 |
| **TOTAL EXPENSES** | **143,447** | **3,828** | **129,589** | **276,864** | **310,429** |

| NET REVENUE FOR THE YEAR | $(22,111) | $9,698 | $4,868 | $(7,546) | $(27,381) |
Audited Statement of Changes in Net Assets
For the Year Ended December 31, 2019

<table>
<thead>
<tr>
<th>RESTRICTED FUNDS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Designated Funds</td>
</tr>
<tr>
<td><strong>Balance, beginning of the year</strong></td>
<td>$164,369</td>
</tr>
<tr>
<td><strong>Net revenue for the year</strong></td>
<td>(22,111)</td>
</tr>
<tr>
<td><strong>Transferred</strong></td>
<td>(61,478)</td>
</tr>
<tr>
<td><strong>Balance, end of the year</strong></td>
<td>$80,781</td>
</tr>
</tbody>
</table>
“As a pebble thrown into a lake creates ripples, so AFP touches lives and affects philanthropy in countless, unknown ways.”

—William Simms, AFP Co-founder