



2023 ANNUAL REPORT

**ASSOCIATION OF FUNDRAISING
PROFESSIONALS**

AND

**ASSOCIATION OF FUNDRAISING
PROFESSIONALS FOUNDATIONS
FOR PHILANTHROPY**

MESSAGE FROM BIRGIT SMITH BURTON AFP GLOBAL BOARD CHAIR 2023–2024



Birgit Smith Burton

For more than 62 years, AFP has existed to support the overall growth and effectiveness of the fundraising profession to the benefit of individual fundraisers and nonprofit organizations that rely on fundraising to fulfill their missions. Our priorities are driven by the needs of our members and the entire sector.

Some key accomplishments include:

- In April, we hosted AFP ICON in New Orleans. The conference was the largest since the COVID pandemic and brought together over 3,600 professionals.
- In June 2023, AFP Global started its process of developing a strategic plan for 2025 and beyond. We see this as an opportunity to review our current strategic plan, evaluate our progress, and establish priorities that support the needs of the fundraising community. The new plan will continue our commitment to IDEA (inclusion, diversity, equity, and access) in all our efforts. In conjunction with this strategic planning process, we will review our entire governance ecosystem to ensure that our current structures and processes are in line with best practices and the needs of our members. Our goal is to build on the rich history of success AFP has had with volunteer engagement and make improvements based on the lessons learned and challenges faced over the last few years. We are especially passionate about preserving and advancing our commitment to IDEA and ensuring intentional efforts to create and maintain environments that are welcoming, fair, and supportive for everyone.
- In August 2023, the first cohort of the Leadership Institute completed a week-long learning experience. The Leadership Institute was developed to address the growing shortage of qualified fundraising leaders to head nonprofit organizations into the future. The evaluations were incredibly positive, and it is evident that the programming fills a void for fundraising professionals that will enable them to help their nonprofit organizations be better managed, governed, and led.

AFP Global is working to help fundraisers identify and address challenges impacting the fundraising profession and overall nonprofit sector. Donor preferences, the digital landscape, and desire for transparency are evolving so professionals must also evolve and AFP Global is here to help. We must ensure high ethical standards across the sector. Donor information is accessible in so many ways. The volume of information we have at our fingertips requires us to be diligent in the way we handle those details.

Beyond the tactical steps we take to support our members, AFP Global must remain nimble and relevant, which can be achieved through:

- **Member engagement:** Fostering a dynamic culture where feedback is not only welcomed but actively sought.
- **Strategic partnerships and collaborations:** Rather than pursuing mergers, AFP will strategically focus on forming partnerships and collaborations. By doing so, we can harness the collective resources, knowledge, and expertise of like-minded organizations.
- **Thought leadership:** To solidify our standing as a thought leader, AFP will actively produce and share cutting-edge research, articles, reports, and white papers. We should aim to be the go-to source for insightful and forward-thinking content within the fundraising sector.
- **Seamlessly integrate the principles of IDEA:** AFP will become a trailblazer in championing diversity, setting the standard for inclusive practices across all facets of our operations and will be a staunch ally for every professional fundraiser, recognizing the vast landscape of nonprofit organizations.

According to the IRS there are 1.5 million nonprofits in the US. I hope we grow to have a representative from each of those organizations as a member so that AFP Global can support them in their journey to become an expert fundraiser and underscore the importance of high ethical standards. We will get there by listening to our members and maintain their engagement and satisfaction with the association.

I look forward to our path ahead!

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MESSAGE FROM JENNIFER JOHNSTONE AFP CANADA BOARD CHAIR 2023–2024



Jennifer Johnstone, AFP Canada
Board Chair 2023–2024

I am humbled by the opportunity to serve our members and our philanthropic sector as the chair of the AFP Canada Board of Directors. During challenging times, it is about finding or, perhaps more truly, making the time to support each other and to work collaboratively. The members, board, volunteers and staff are working together to provide impactful programs for our sector.

AFP Canada was created to bring a Canadian perspective to AFP's government relations and communications as well as to focus on priorities such as Truth and Reconciliation. We have worked to build an inclusive board of directors where all our members share not only a sense of belonging but are deeply engaged in changing the way that we work together to have the greatest positive impact on our sector possible.

A few key accomplishments from the past year are:

- In response to the confirmation of a vast number of unmarked burial sites on the grounds of Indian residential schools through the spring and summer of 2021, [AFP struck a working group](#) to determine what AFP had in its power to do to begin to address the generational trauma suffered by Indigenous people and how to start the process of decolonizing the profession. Over the course of several months, the working group identified actions to be taken that will result in meaningful progress towards decolonizing our profession and began implementation this year.
- A new career-track fundraising initiative for Indigenous students across the country, a program developed by The New School of Fundraising and Indspire and supported by AFP Canada had its first cohort of graduates.
- The Narrative for Canadian Fundraising was originally published in 2019 and received updates in 2022 with new data points, resources, and Canadian-specific examples to further contextualize and address the myriad of issues fundraisers are currently confronting. The Narrative was part of the session line up at AFP ICON in New Orleans in April 2023.
- The AFP in Canada Leadership retreat was hosted in St. John's, NL.

- AFP Canada advocated for a [secretariat](#), and changes to proposed [trusts](#) and [AMT](#) policies through meetings with government officials, including then-Parliamentary Secretary Saks and diverse sector representatives, as well as through various report submissions to government. This work also included providing valuable resources to help our members raise our profile before government. AFP Canada published [updates](#) and [additional information](#) on the need for a dedicated entity, a secretariat for the charitable sector, in government.
- Created media tools for members and responded to media coverage about the [fundraising profession](#).

The sector is evolving and as a profession, our priority should be to establish a robust leadership pipeline that can effectively fill vacant leadership positions. Our recruitment and training opportunities should ensure diverse and representative professionals are ready to move into positions of leadership.

This has been a busy and productive year and I look forward to continuing to serve all our members and supporters and the incredible work being done in charitable organizations in communities across these lands known as Canada.

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MESSAGE FROM MIKE GEIGER, MBA, CPA

AFP PRESIDENT AND CEO



*Mike Geiger, MBA, CPA
AFP President and CEO*

As I reflect on 2023, I am filled with gratitude for the unwavering support and dedication that our members, donors, volunteers, sponsors, and partners, have shown. Your commitment has enabled us to make significant progress this past year on behalf of the impact profession, particularly in the areas of inclusion, diversity, equity, and access (IDEA), ethics, and leadership development.

We have worked hard this year to live our IDEA principles, acknowledging where we could have done better, and committing to continuous improvement for the future. In April, we hired a full-time staff member, Othalene Lawrence, M.S., CDE, for the newly created position of “Head of IDEA”. Othalene, alongside our board chair, Birgit Smith Burton, has helped us keep IDEA top of mind, and incorporated into all of our efforts throughout the organization, so we can make AFP a community where all fundraisers can find belonging.

To this end, this year there has also been a renewed focus on improving AFP’s policies, standards, and procedures to provide clear guidance on fundraising ethics, as well as member behavior. In December, changes to the AFP Code of Ethical Standards were approved by the AFP Global Board of Directors. Additionally, a task force was created to review the implementation and enforcement of AFP’s Member Code of Conduct. These updates are intended to promote accountability and inclusivity in the fundraising profession and provide all members with an equitable path to resolution when they encounter unacceptable behavior.

Once again, thank you to our AFP community for all of the work that has gone into our governance updates. The feedback provided through member surveys and focus groups was essential to ensuring that our new codes are reflective of our entire community’s lived and learned experiences.

Finally, one constant for AFP every year is the development of high-quality education. In addition to hosting two in-person conferences, AFP ICON and AFP LEAD, our professional development team, with the help of numerous volunteers, put together a lineup of more than 70 webinars and 20 AFP Deep Dives, covering some of the most pressing topics in fundraising today.

To complement our fundraising programming, in 2023 we also expanded our focus on leadership development with a new educational opportunity, AFP’s Leadership Institute. This in-person cohort program provides attendees with valuable leadership training, as well as a network of peers who can provide support well beyond the week-long course. I’m thrilled to say that we were able to host two Leadership Institute cohorts in 2023, with more planned for the spring and fall of 2024.

As fundraisers, you accomplish amazing things every day on behalf of the communities you serve, and it is our privilege as your member organization, to help you reach those goals by supporting your incredible work. All of us at AFP look forward to another year of ethical, effective, and inclusive fundraising in 2024 and beyond and we thank you again for your continuing support!

As always, please don’t hesitate to reach me via email at Mike.Geiger@afpglobal.org or on X at [@AFPMikeGeiger](https://twitter.com/AFPMikeGeiger).

THANK YOU TO OUR SPONSORS

AFP thanks all of our sponsors and partners who supported the work of the association in 2023, helping us advance ethical and effective fundraising.

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2023 TEN STAR GOLD CHAPTERS

The Chapter Ten Star & Ten Star Gold awards honor those chapters who have accomplished many of the key objectives outlined in the Strategic Plan. Ten Star Gold requires the completion of 8 additional goals. Both awards encourage chapters to perform specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy.

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|-------------------------------------|---|
| AFP AL, Alabama Chapter | AFP KY, Greater Louisville Chapter |
| AFP AR, Arkansas Chapter | AFP LA, Baton Rouge Chapter |
| AFP AR, Northwest Chapter | AFP LA, Greater New Orleans Chapter |
| AFP AZ, Greater Arizona Chapter | AFP MB, Manitoba Chapter |
| AFP AZ, Southern Chapter | AFP MD, Western Maryland Chapter |
| AFP BC, Greater Vancouver Chapter | AFP MI, Greater Detroit Chapter |
| AFP CA, Capital Chapter | AFP MN, Southern Minnesota Chapter |
| AFP CA, Desert Communities Chapter | AFP MO, Greater Kansas City Chapter |
| AFP CA, Golden Gate Chapter | AFP MO, St. Louis Regional Chapter |
| AFP CA, Greater Los Angeles Chapter | AFP NC, Charlotte Chapter |
| AFP CA, Monterey Bay Chapter | AFP NC, Triad Chapter |
| AFP CA, Orange County Chapter | AFP NF, Newfoundland and Labrador Chapter |
| AFP CA, San Diego Chapter | AFP NJ, New Jersey Chapter |
| AFP CA, Silicon Valley Chapter | AFP NJ, Southern Chapter |
| AFP CA, Yosemite Chapter | AFP NV, Las Vegas Chapter |
| AFP CT, Fairfield County Chapter | AFP NV, Sierra Chapter |
| AFP FL, First Coast Chapter | AFP NY, Hudson-Mohawk Chapter |
| AFP FL, Indian River Chapter | AFP NY, Western Chapter |
| AFP FL, Miami Chapter | AFP OH, Central Chapter |
| AFP FL, Tampa Bay Chapter | AFP OH, Cincinnati Chapter |
| AFP FL, Treasure Coast Chapter | AFP OH, Greater Cleveland Chapter |
| AFP GA, Atlanta Chapter | AFP OH, Greater Dayton Region Chapter |
| AFP HI, Aloha Chapter | AFP OH, Greater Springfield Chapter |
| AFP IA, Eastern Chapter | AFP OH, Northwest Chapter |
| AFP IA, Greater Tri-State Chapter | AFP PA, Berks Regional Chapter |
| AFP IL, Chicago Chapter | |
| AFP IN, Indiana Northeast Chapter | |

AFP PA, Greater Philadelphia Chapter
AFP PA, Northwestern Chapter
AFP QC, Quebec Chapter
AFP SC, Lowcountry Chapter
AFP SC, Piedmont Chapter
AFP SD, South Dakota Chapter
AFP SK, South Saskatchewan Chapter
AFP TN, Great Smoky Mountain Chapter
AFP TN, Memphis Chapter
AFP TN, Nashville Chapter
AFP TX, Central Chapter

AFP TX, Fort Worth Metro Chapter
AFP TX, Greater Austin Chapter
AFP TX, Greater Dallas Chapter
AFP TX, Greater Houston Chapter
AFP TX, Texas Plains Chapter
AFP VA, Hampton Roads Chapter
AFP WA, South Sound Chapter
AFP WI, Greater Madison Chapter
AFP WI, Southeastern Wisconsin Chapter
AFP WI, Upper Mississippi Valley Chapter

2023 AFP TEN STAR CHAPTERS

- | | |
|---|---------------------------------------|
| AFP AB, Calgary & Area Chapter | AFP MI, West Michigan Chapter |
| AFP AK, Alaska Chapter | AFP MN, Minnesota Chapter |
| AFP CA, Greater San Fernando Valley Chapter | AFP NC, Western Chapter |
| AFP CO, Colorado Chapter | AFP NE, Nebraska Chapter |
| AFP CO, Southern Chapter | AFP NH, Northern New England |
| AFP CT, Connecticut Chapter | AFP NY, Central Chapter |
| AFP DC, Washington DC Metro Area Chapter | AFP NY, Genesee Valley Chapter |
| AFP DE, Brandywine Chapter | AFP NY, Greater Hudson Valley Chapter |
| AFP FL, Central Chapter | AFP NY, Long Island |
| AFP FL, Palm Beach County Chapter | AFP NY, New York City Chapter |
| AFP FL, Southwest Chapter | AFP OH, Mahoning-Shenango Chapter |
| AFP FL, Volusia/Flagler Chapter | AFP OK, Oklahoma Chapter |
| AFP IA, Central Chapter | AFP ON, Canada South Chapter |
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| AFP KS, Kansas Heartland Chapter | AFP ON, South Eastern Ontario |
| AFP KY, Bluegrass Chapter | AFP PA, Northeastern Chapter |
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| | AFP VA, Tri-State Chapter |
| | AFP WI, Northeast Chapter |

2023 IDEA CHAMPION CHAPTERS

The IDEA Champion 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 AB, Edmonton & Area Chapter | AFP FL, Treasure Coast Chapter |
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| AFP AL, Alabama Chapter | AFP HI, Aloha Chapter |
| AFP AR, Arkansas Chapter | AFP IA, Eastern Chapter |
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| AFP CA, San Diego Chapter | AFP MD, Maryland Chapter |
| AFP CA, Silicon Valley Chapter | AFP MD, Western Maryland Chapter |
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 AFP WI, Greater Madison Chapter
 AFP WI, Southeastern Wisconsin Chapter
 AFP WI, Upper Mississippi Valley Chapter

AFP FOUNDATION FOR PHILANTHROPY—U.S.



Missy Ryan Penland, MPA
AFP U.S. Foundation for
Philanthropy Board Chair
2023–2024

The AFP U.S. Foundation for Philanthropy is making impact across the sector. Thanks to dedicated donors and volunteers throughout the country, we are advancing many of the goals we set out in our most recent strategic plan. I am so grateful to everyone whose work and support has furthered our mission.

This is year two of our strategic plan which outlines goals to strengthen and increase the revenue pipeline, create a structure and governance model to accelerate our organization's mission and impact, and enhance and refine the process to identify and address the sector's next big issue. Addressing these issues will expand our effectiveness to serve the entire sector while we continue to implement programs essential to our mission.

In 2023, the Leadership Institute fully launched with two cohorts that included a total of 41 professionals from across the US. Two more cohorts are planned for 2024. Participants agree that attending the Leadership

Institute has been a transformational experience. While it is incredibly exciting to see the culmination of many years work, we cannot pause, and we must look forward. The foundation is formalizing the process to identify the next big issue facing the sector and utilizing scholarly research to inform our path. We must ensure our programs address the needs of fundraising professionals across the sector. We need to stay relevant and nimble to understand and support new professionals entering the field and retain key leaders to ensure our sector has leaders ready to lead organizations to face the grand challenges of the future.

We continued to support the association through scholarship programs like the Chamberlain Scholarships, Diverse Communities in Fundraising Scholarships, LEAD Scholarships, and Collegiate Scholarships. In 2023, 75 donors supported the various scholarship programs and helped us provide 247 scholarships in total. These are essential to enabling members improve their education and advance their careers. Moving forward I challenge our membership to increase their support to fund even more scholarships. In 2023, less than half of the applications for one of our Diversity Scholarships was funded. Based on reports about the future of the sector and the significant need for diverse leaders, my hope is that no Diversity Scholar's request goes unfilled because of lack of funding in the future.

Underpinning all our work in the foundation is the support of evidence-based research about fundraising and philanthropy that will provide essential information around issues important to professional fundraisers and the organizations they serve. Just this year, we received a significant grant from a new donor to expand our research program and translate the research into action steps that can be used by professionals on the job. This is important for several reasons: first AFP is recognized as the leader in the field of philanthropy, our programs and methodology are impactful to the sector; second, to enable fundraisers to accomplish more and further their organizations' missions, they need the insights and information that can only be provided by thoughtful and in-depth research. Such work can only be accomplished on a broad scale, initiated by organizations like the AFP Foundation for Philanthropy. We are leading the way in the nonprofit sector.

The work we are doing together will keep the profession advancing, which will lead to greater impact in our communities and beyond.

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AFP FOUNDATION FOR PHILANTHROPY—CANADA



Vincent Duckworth, CFRE
AFP Foundation for Philanthropy—
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When I began my term in 2023, I identified three priority areas of focus: raising more money, re-tooling the Case for Support and diversifying the board. As sometimes happens, other circumstances arose which required us to be nimble, flexible, and to shift priorities. During 2023, the story of three black fundraisers at the AFP Greater Toronto Chapter who experienced anti-black racism was publicly shared. Their stories, which deeply impacted each of them, also had broad and lasting negative impacts on the fundraising profession, AFP, and on individual professional members. These impacts and the overall role AFP played in allowing these impacts required a significant shift in priorities for the Foundation.

Our donors and AFP members think about AFP as a unified entity. What happened at the AFP Greater Toronto Chapter was seen to apply to all of AFP. Many of our donors stopped, paused, or declined to make a gift as a

way of protesting the situation in Toronto and in AFP overall. The Foundation’s Board of Directors decided, during a special meeting in March, that IDEA (Inclusion, Diversity, Equity and Access) was the single most important priority for the Foundation and agreed to solicit and fund projects that offered immediate, mid-, and long-term support for IDEA across the fundraising space.

Work quickly began to secure funding for Canadian-based, sector-grounded IDEA research as well as IDEA related education sessions to be offered during the 2023 AFP in Canada Leadership Retreat held in St. John’s, NF. I am proud to share that the AFP Foundation for Philanthropy – Canada raised the funds needed for Phase 1 of the IDEAA (Inclusion, Diversity, Equity, Access and Anti-Racism) research through a campaign held at the AFP in Canada Leadership Retreat and through significant gift commitments from AFP Global and ViTreo Group. The work on this research will begin in 2024.

As a Foundation, it is and remains our responsibility to continue providing important resources for the fundraising profession throughout Canada. Over the last year, this included:

- Scholarships for 22 fundraising professionals across Canada, totaling almost \$18,000, to attend educational programs.
- Funding for the translation into French of new research titled “Assessing the Role of Foundation Grants in Achieving Sustainable Fundraising by Canadian Charities.”
- Grants to AFP Chapters for their mentoring programs.
- Two complimentary webinars: “Spheres of Influence” hosted by the Circle on Philanthropy and “Exploring the Value of Integrating Texting into your Fundraising Strategy” by Stratcom.
- Almost \$12,000 in grants to AFP chapters to extend the reach of the Foundation in their local communities through educational programs, scholarships, and National Philanthropy Day®.

I am excited to see the IDEAA audit and sector-grounded research begin, and I am even more excited to work with our board to implement their recommendations. While this project will remain a top priority of the Foundation, we are also hard at work on our core mandate – raising money for the profession in Canada. We are in the middle of a significant revamp of our Every Member Campaign and our Major Gifts Committee has been reconstituted and is actively raising funds to support our initiatives.

At the half-way point of my term, I have three key learnings:

1. AFP in Canada (AFP Canada and the AFP Foundation for Philanthropy – Canada), its Chapters, and its members, are viewed by our membership, our donors, and the public as one entity – what occurs with any of these entities has real impacts on all of the others. Our actions, our communications, and our priorities as individual AFP entities will need to continue to incorporate this view.
2. AFP in Canada has a lot of work to do to modernize our structures, our boards, and our processes. Decolonization, reconciliation, and anti-racism need to increasingly be thought of as verbs. Our IDEAA work will greatly inform the actions we have committed to take.
3. The work of a Chair is to set the tone, to lead but also, to listen and to act. Listening to our board and their sincere desire to focus on IDEAA, to make a public apology, to make bylaw changes, and to consider accelerating bringing lived experience to our slate of Officers has been an honour and a privilege.

After a tumultuous year, I have hope. I have faith. We will continue fostering inclusion and diversity and ensuring that voices critical of our work continue to have a place at our table. We will continue to connect with our donors and raise the funds needed to support professional fundraisers in Canada.

I want to thank our donors whose gifts to the Foundation demonstrate their commitment to the profession and the sector. I want to thank my colleagues and mentors on the AFP Canada Board, the AFP Global Board, the AFP Foundation for Philanthropy – USA Board, and the staff at AFP Global and AFP Canada for their unwavering support and advice. I want to especially single out AFP Global Chair Birgit Smith Burton, AFP Global CEO Mike Geiger, AFP Canada Chair Jennifer Johnstone, AFP Foundation for Philanthropy Chair Missy Ryan Penland, AFP Global Vice President Lori Gusdorf, and AFP Canada Vice President Lisa Davey for their amazing leadership, counsel, and friendship.

Finally, I want to thank the entire AFP Foundation for Philanthropy – Canada Board and especially my Executive Committee, Chair Elect Amanda Fritz, Treasurer Kirstin Ling, Secretary Kyle Tiney, and Past Chair Jane Potentier who have and remain my centres of truth.

Thank you all! It's been a year!

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The AFP Foundation for Philanthropy-Mexico has strengthened its presence in Mexico in 2023 through several strategic activities.

The AFP Mexico Board and Assembly met in Monterrey, Nuevo Leon on May 18–19, 2023. They discussed implementation of the AFP in Mexico Strategic Plan which includes the following key topics:

- Communication Strategy
- Develop key alliances
- Fundraising Strategy
- Education Program
- Membership Growth

AFP has been offering a weekly, Spanish language electronic newsletter since the fall of 2022 that summarizes articles from AFP Daily. Additionally, a part-time person was hired to work on social media content, creating flyers and text for the different social media platforms and to help the chapters with their communication strategies.

The AFP Occidente-Pacifico Chapter organized an Encuentro de Fundraisers in Guadalajara which Birgit Smith Burton attended as a keynote speaker. There were approximately 100 people in attendance and AFP had a presence at this event to promote membership.

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Taylor Traviesa
Allison Traxler
Jessica Triana
Maggie Trigueros
Robyn Trippe
Kimberly Trueba
Lee Truesdale
Brooke Truesdale
Lauren Trujillo
Anne Tubaugh
Karen Ann Tuecke
Donna Turner
Kenneth Turpen
Lisa D. Twiford ^Ω
Melissa Tyler
Melanie Ulle
Elizabeth Ullian
Renee Underwood
Roselle Ungar
Julie Upham
Tracy Utech

Melanie Vadzemnieks
April Vahey
Alissa VanDeman
Kent Vanderwood
Emily Vanderwoude
Kimberly Vann
Jessi Vanpelt
Ralia Vardaxis
Calista Vassios
Jessica Vaughan
Keoni Vaughn
Rashunda Veals
Judith Lach Veeck
Cindy Vegetable
Tess Vella
Jo Ann Verduce
Michelle Veresink Richmond
Lauren Vermilion
Elizabeth Vernick Baroody
Heather Vida
Diane Vigil
Catherine Vitek
Laura Vitelli
Katie Vogel
Desiree Voitek
Lindsay Voltz
Dena Vongchanh
Jennifer Vriens
Michelle Vryns
Erica Waasdorp
Brett Wadford
Ari Wahl
Libby Wahlstrom
Matt Wahrhaftig
Steve Waiksnoris
Cole Wakefield
Maani Waldor
Kathrene Wales
Douglas Walker
Miriam Walker
Johnna Walker
Kara Walker
Natasha Walker
Alex Wallace
Kristen Walsh
Mary Walsh
Jenalyn Walton
Kimberly Ward
Erin Ward
Kristin Ward
Erika Ward
Ashley Wardlow
Susan Ware
Kellyna Warnke
Catherine Warren
Lynne Washbush
Rhonda Washington Clay
James Wasilewski
Terron Watkins
Michael Watson
Donalda Watson-Walkinshaw
Lynn Weaver
Laurie Weaver
Zachary Webb
Melissa Webber
Jacqueline Weber
Alexis Webster
Pam Weekley

Amy Weeks
Eric Weiler
Lynn Weill
Brian Weinblatt
Nicole L. Weingartner
Elizabeth Welborn
Eric Welch
Ronnie Wells
Tracy Wells
Brandon Wells
Lori Werbeckes
Jay Werth
Erica West
Courtney West
Glenda Westmoreland
Danielle White
Nyrekia White
Jessica Whitney
Patrice Whitten
Jocelyn Wicker
Kyla Wiebe
Nathan Wight
Anne Wilber
Jessie Wiley
Heather Willette
Sarah Willey
Becky Williams
Matt Williams
Melissa Williams
Steffani Williams
Michael Williams
Brittany Williams
Stacy Williams
Tyler Williamson
Scott Williamson
Jennifer Williford, MPA
Courtney Willis
Eleanor Willmann
Emily Wills
Taylor Wilmoth
Greg Wilson
Deborah Wilson
Samantha Wilson
Elizabeth Wilson, MS
Niki Wilson
Stephanie Wilson
Teddy Wingo
Sadie Winlock
Brently Winstead
Julia Winter
Brian Wirth
Holly Wissmann
Victoria Wodarcyk
Sadie Wolf
Jennifer Wolf
Kelsey Wolf-Donnay
Helen Wolfe
Rebecca Woll
Liz Wollenberg
Randy Wong
Brooke Wood
Dina Wood
Gretchen Wood
Carol Wood
Jami Wood Emory
Alison Woody
Margaret Wooten
Ann Wozniak

Tommy Wrenn, CFRE
Sonia Wright
Christine Wright
Dale Wright
Trenton Wright
Andrea Wright
Tricia Wright
Elisa Wright, M.div.
Jeremy Writt
Elizabeth Wrona
Kathryn Wroth
Stephanie Wuest
Anne Wunsch
Lynn Wyant

Liz Yager
Joell Yarmel
Victor Yates
Kari Young
Tim Young
Joanne Yu
Nicole Zamora
Elinor Zedaker
Susan Zellner
Jennifer Zemp
Missy Zenczak Candler
Jenny Ziegler
Sean Zikman
Marissa Zondag

^c Denotes membership in the Champions Circle • ^l Denotes membership in the Leadership Society
^o Denotes membership in the Omega Circle

ASSOCIATION OF FUNDRAISING PROFESSIONALS AND AFP FOUNDATION FOR PHILANTHROPY

Consolidated Statement of Financial Position

DECEMBER 31, 2023

ASSETS	2023	2022
Cash and cash equivalents	\$2,523,841	\$2,653,659
Investments	3,689,844	3,014,067
Accounts receivable, net	185,644	271,043
Promises to give, net	199,977	332,821
Prepaid expenses and other	554,615	549,484
Property and equipment, net	801,561	1,007,066
Right-of-use operating lease asset, net	799,964	986,152
Endowment investments	930,487	858,983
Total Assets	\$9,685,933	\$9,673,275
LIABILITIES AND NET ASSETS	2023	2022
Liabilities:		
Accounts payable and accrued expenses	\$1,045,793	\$918,830
Deferred revenue	4,144,936	4,015,801
Operating lease liability, net	970,405	1,169,803
Total Liabilities	\$6,161,134	\$6,104,434
Net assets:		
Without donor restrictions	2,011,235	2,098,091
With donor restrictions	1,513,564	1,470,750
Total net assets	\$3,524,799	\$3,568,841
Total liabilities and net assets	\$9,685,933	\$9,673,275

ASSOCIATION OF FUNDRAISING PROFESSIONALS AND AFP FOUNDATION FOR PHILANTHROPY

Consolidated Statement of Activities

DECEMBER 31, 2023

ACTIVITIES WITHOUT DONOR RESTRICTIONS	2023	2022
Revenue and support		
Membership dues	\$5,299,189	\$5,407,605
Registration fees	3,695,211	2,708,253
Advertising and sponsorships	1,428,767	1,354,869
Royalty income	906,726	1,226,392
Contributions and grants of cash and other financial assets	510,559	671,548
Exhibitor fees	410,606	268,705
Contributions of nonfinancial assets	112,500	123,500
Miscellaneous	94,961	116,078
Sublease rental income	—	32,801
Sales of merchandise	4,428	24,036
Investment income (loss), net	169,547	(32,180)
Net assets released from donor restrictions	327,868	294,769
Total revenue and support	\$12,960,362	\$12,196,376
Expenses		
Program services		
Professional development	4,496,016	3,896,632
Member and chapter services	2,334,565	2,336,440
Marketing and communications	1,218,401	1,351,982
Relevant quality education	463,681	579,253
Inclusion and influence	92,598	65,422
Public policy, advocacy and ethics	75,801	73,731
Total program services	\$8,681,062	\$8,303,460
Supporting services		
Management and general	4,075,226	3,529,181
Resource development	290,930	162,478
Total supporting services	4,366,156	3,691,659
Total expenses	\$13,047,218	\$11,995,119
Change in net assets without donor restrictions	(86,856)	201,257

ACTIVITIES WITH DONOR RESTRICTIONS	2023	2022
Contributions of cash and other financial assets	246,698	318,226
Investment income (loss), net	123,984	(182,661)
Net assets released from donor restrictions	(327,868)	(294,769)
Change in net assets with donor restrictions	42,814	(159,204)
Change in net assets	(44,042)	42,053
Net assets		
Beginning	3,568,841	3,526,788
Ending	\$3,524,799	\$3,568,841

AFP FOUNDATION FOR PHILANTHROPY—CANADA FOUNDATION DE PHILANTHROPIE AFP—CANADA

AUDITED STATEMENT OF REVENUE AND EXPENSES
AS AT JUNE 30, 2023

	RESTRICTED FUNDS			TOTAL	
	Designated Funds	Endowment Funds	General Funds	2023	2022
REVENUE					
Donations					
Designated	\$25,251	\$60	\$30,044	\$55,355	\$205,524
Member (note 6)	9,265	0	86,732	95,997	147,487
TOTAL REVENUE	\$34,516	\$60	\$116,776	\$151,352	\$353,011
EXPENSES					
Programs					
Regional designated allocations	34,993	1,018	0	36,011	50,216
National designated allocations (note 4)	34,750	2,900	0	37,650	114,324
Translation	0	0	3,025	3,025	10,460
Program support	0	0	0	0	29,556
	\$69,743	\$3,918	\$3,025	\$76,686	\$204,556
Administration and fundraising (note 10)					
Administrative support	0	0	11,184	11,184	7,600
Bank and credit card fees	0	1,866	6,910	8,776	12,957
Donor recognition	0	0	578	578	2,818
Fundraising consulting support	0	0	1,850	1,850	2,209
Office supplies	0	0	4,456	4,456	2,249
Postage and courier	0	0	146	146	291
Printing and reproduction	0	0	1,643	1,643	1,255
Professional fees	0	0	53,514	53,514	73,729
Travel	0	0	1,781	1,781	375
Website	94	0	1,290	1,384	374
	\$94	\$1,866	\$83,352	\$85,311	\$103,856
TOTAL EXPENSES	\$69,837	\$5,784	\$86,377	\$161,997	\$308,412
Net revenue/(loss) from operations	(35,321)	(5,724)	30,399	(10,646)	44,598
Investment income (interest and dividends)	0	5,227	2,669	7,896	5,465
Unrealized gain/(loss)	0	10,576	14,139	24,715	(14,862)
NET REVENUE/(LOSS) FOR THE YEAR	\$35,321	\$10,079	\$47,207	\$21,965	\$35,201

AFP FOUNDATION FOR PHILANTHROPY—CANADA FOUNDATION DE PHILANTHROPIE AFP—CANADA

AUDITED STATEMENT OF CHANGES IN NET ASSETS
AS AT JUNE 30, 2023

	RESTRICTED FUNDS			TOTAL	
	Designated Funds	Endowment Funds	General Funds	2023	2022
Balance, beginning of the year	\$111,856	\$95,671	\$115,573	\$323,100	\$287,899
Net revenue/(loss) for the year	(35,321)	10,079	47,207	21,965	35,201
Transfer between funds	(7,197)	30,000	(22,803)	0	0
Balance, end of the year	\$69,338	\$135,750	\$139,977	\$345,065	\$323,100

ASSOCIATION OF FUNDRAISING PROFESSIONALS CANADA AUDITED STATEMENT OF FINANCIAL POSITION

AS AT JUNE 30, 2023

	2023	2022
ASSETS		
<i>CURRENT ASSETS</i>		
Cash	\$69,143	\$105,199
Short-term investments (note 2c)	280,497	252,084
HST rebate	3,203	1,468
Pledges receivable (note 3)	7,574	1,590
Prepaid expenses	2,218	201
TOTAL ASSETS	\$362,635	\$360,542
LIABILITIES AND NET ASSETS		
<i>CURRENT LIABILITIES</i>		
Accounts payable and accrued liabilities	\$15,856	\$35,728
Deferred revenue	1,714	1,714
TOTAL LIABILITIES	\$17,570	\$37,442
<i>NET ASSETS</i>		
Internally and externally-restricted (note 8)	\$69,338	\$111,856
Externally-restricted Endowment Funds (note 9)	135,750	95,671
Unrestricted	139,977	115,573
TOTAL NET ASSETS	\$345,065	\$323,100
TOTAL LIABILITIES AND NET ASSETS	\$362,635	\$360,542

“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

