



## AFP FACT SHEET

**The Association of Fundraising Professionals (AFP)** is the professional association of individuals and organizations that generate philanthropic support for a wide variety of charitable institutions. Founded in 1960, AFP advances philanthropy through its 27,000 members in more than 240 chapters throughout the world. AFP has inspired global change and supported efforts that generated over \$1 trillion. **AFP's individual and organizational members raise over \$100 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world.**

AFP represents over 3,000 members in 21 chapters across Canada. The association's work in Canada is supported by the AFP Canada Board and the AFP Foundation for Philanthropy - Canada.

So that it can promote stewardship, donor trust and effective and ethical fundraising, AFP:

- Requires members to comply with a *Code of Ethical Principles and Standards* that is designed to provide concrete guidelines for fundraising professionals in philanthropic organizations. The code is underscored with an enforcement process managed by the AFP Ethics Committee and is highlighted during AFP Ethics Month in October.
- Is dedicated to ensuring that anyone entering the profession—regardless of race, gender, ethnicity, sexual orientation, religion, or any other factor of characteristic—will be treated fairly and respectfully and will have opportunities to find success in fundraising, however they define it. AFP Addresses inclusion, diversity, equity and access in the profession through its IDEA programs, including the Women's Impact Initiative and the Emerging Leaders Initiative, and ground-breaking research on sexual harassment in fundraising and the salary gender gap.
- Provides educational programs about fundraising, including the annual International Conference on Fundraising (AFP ICON), the largest gathering of fundraising professionals in the world; AFP Lead, the profession's conference on leadership and management; and the Hemispheric Congress on Fundraising—Latin America. AFP also provides numerous in-person and online education and training courses and presentations
- Offers career and leadership development programming for all fundraisers through its Career Center and collaborations with Korn Ferry and the American Association of University Women.
- Encourages research on fundraising and philanthropy, including the Fundraising Effectiveness Project, which looks at how charities can be more efficient in their revenue generation; and the annual Compensation and Benefits Study, focusing on fundraising salaries.
- Encourages networking and the development of mentors in the profession through the association's mentorship programs, AFP Connect (an online forum for members to ask questions and connect with colleagues around the world), along with online affinity groups.
- Raises public awareness and interest in philanthropy through programs such as National Philanthropy Day® (now a permanently recognized day in Canada by the federal government) and supporting legislation and regulations that encourage philanthropic giving and ethical fundraising.

- Is an original founder of and current participating organization in a worldwide certification program through Certified Fund Raising Executive (CFRE)International. AFP also provides the Advanced Certified Fundraising Executive (ACFRE) credential for senior professionals.
- Was instrumental in creating and maintaining A *Donor Bill of Rights*, a document that outlines what donors have the right to expect from charitable organizations to which they contribute.