



AFP FACT SHEET

About the Association of Fundraising Professionals

Since 1960, the [Association of Fundraising Professionals \(AFP\)](#) has been the standard bearer for professionalism in fundraising. The association works to advance effective and ethical philanthropy by providing advocacy, research, education, mentoring, collaboration and technology opportunities for the world's largest network of professional fundraisers. AFP's more than 27,000 members in over 240 chapters raise over \$115 billion annually for a wide variety of charitable organizations and causes across the globe.

About AFP Canada

[AFP Canada](#), a nonprofit formed in 2017, was created to bring a Canadian perspective to AFP's government relations and communications programs. AFP Canada represents more than 3,000 fundraising leaders across the country working to support causes and missions that help Canadians from coast to coast to coast. The organization serves as the voice of the fundraising profession in Canada and is part of the larger AFP Global network, the largest community of professional fundraisers in the world.

AFP Canada works in partnership with the [AFP Foundation for Philanthropy – Canada](#) and the [21 chapters across the country](#) to stimulate a world of generosity and positive social good through fundraising best practices.

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 bias, discrimination and sexual harassment in fundraising, as well as 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 such as Toronto Congress and the Maritimes Fundraising Conference.
- 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;

Fundraising Confidence Surveys, which examine attitudes and trends in fundraising throughout the year; 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), and 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.