



National Philanthropy Day®

National Philanthropy Day® (NPD) (November 15th) is the special day set aside to recognize and pay tribute to the great contributions that philanthropy—and those people active in the philanthropic community—have made in our lives, our communities and our world. It reminds us of what we can achieve and what lies ahead in the future. As we celebrate NPD and our achievements, we celebrate the promise of a better tomorrow.

- **NPD is a celebration of philanthropy**—giving, volunteering and charitable engagement—that highlights the accomplishments, large and small, that philanthropy makes to our society and our world. It celebrates charitable accomplishments and encourages Canadians to give back to their communities.
- AFP's 20 chapters across Canada honour incredible work by philanthropists, volunteers, corporations, foundations, fundraisers, youth and so many others every year on National Philanthropy Day. **Chapter awards play a crucial role in recognizing and rewarding meaningful community involvement**, whether they are individual philanthropists, committed volunteers, or organizations driving change. Awards celebrate the outstanding contribution of time, leadership, and financial support of a special group of Canadians who set new benchmarks of excellence in the acts of giving and volunteering.
- In 2012, **Canada became the first country to officially permanently recognize NPD**, setting a new model for other countries to follow. As Canadians, we have an opportunity to recognize the hard work that takes place in our communities and the impact that is made and felt. It is the impact of our gifts that leads to such extraordinary change.

“There is so much need in our communities and it gives me great pleasure to help a variety of causes by raising funds and awareness. I encourage everyone to help in any way they can by sharing your time, money or expertise. It truly makes a difference.”

- Salah Bachir, 2017 Outstanding Volunteer Fundraiser, AFP Greater Toronto Chapter





AFP is the leading organization in the world in advancing ethical fundraising. It helps fundraisers, donors, volunteers, corporations, foundations and all others involved in philanthropy change the world. By bringing people together, raising awareness of causes and developing best practices and ethical standards, we work as one community to ensure that donors see their dreams come to fruition. **We help them create the impact that will change the world with a giving heart.**

AFP works to advance philanthropy through advocacy, research, education and certification programs. The Association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

Since inception, the Association of Fundraising Professionals (AFP) has inspired global change and supported efforts that have generated over \$1 trillion. AFP's members raise over \$100 billion annually for a wide variety of charitable causes across the globe.

In 2017, AFP's presence in Canada was strengthened with the formation of AFP Canada, with its own board and leadership. There are currently 20 chapters boasting over 3,000 members from coast-to-coast.

AFP Canada's role is to

- support the growth and development of networks of fundraisers in Canada;
- provide information and resources to enable fundraisers to develop in their profession;
- empower members to practice ethical fundraising to make an impact in Canadian society;
- promote philanthropy and fundraising the public arena;
- provide a bilingual national voice for the fundraising profession in Canada.

The philanthropic arm of AFP, the AFP Foundation for Philanthropy - Canada, supports many programs and services through its fundraising efforts. This includes research and funding new initiatives that bring new and diverse talent to the profession.