



Case for Support

April 2011

Introduction

When Archbishop Desmond Tutu called the work of fundraising a “noble calling” at a recent AFP International Conference on Fundraising, he echoed a statement long-held by Hank Rosso – that fundraising was a noble profession. Archbishop Tutu’s speech to over 3,000 professional fundraisers was moving, eloquent and hugely affirming of the profession. It made everyone proud to be called a fundraiser and *“the bridge between people who want to make change and the change that is made.”*

Fundraising is a noble profession. The community of volunteer and professional fundraisers is passionate about their work. High moral standards, strong ethics, and an impeccable professionalism guide their activities and interactions with donors. As facilitators of philanthropy, their chosen profession is like no other – the results of their work and the outcomes and impact of their charitable organizations make for a stronger society.

Development professionals and volunteers do good work, everyday, and the Association of Fundraising Professionals (AFP) is right behind them every step of the way. Whether starting a career or leading those called “the team,” AFP is the professional fundraiser’s association and an authority on best practice ethical fundraising.

Background

AFP is a world-wide association of fundraising professionals that advances philanthropy by enabling people and organizations to practice ethical and effective fundraising through education, training, mentoring, research, credentialing and advocacy.

The Canadian Foundation is the philanthropic arm of AFP and its Chapters in Canada. As with every non-profit, our resources don’t match our ambitions or the needs of the charitable sector. The Foundation is mandated to fundraise to support the mission, goals and strategic priorities of AFP right here in Canada. Through the provision of grants to Chapters, Members and non-Members, and supporting AFP initiatives, the Foundation is **Enhancing Ethical Practice, Building Satisfying Careers, and Strengthening the Sector & Society.**



Accomplishments



“ We wanted our members to have access to the latest knowledge, so the Vancouver Island Chapter used funds from the Foundation to build a first rate library. To build AFP membership this resource, housed at Camosun College, is available to both members and the community.

Tim Maloney
AFP Vancouver Island - Past President

In the few short years the Foundation has been active in Canada, the return on donor investments has been real, tangible, and long-lasting.

The Foundation has provided numerous bursaries to volunteers and professionals to attend local and national professional development conferences, webinars, and local Chapter events.

The Foundation purchased the Canadian license for the *Essentials of Fundraising* course enabling Canadian Chapters to offer this educational program at a substantial discount. More people entering the profession were able to learn the basics from the authority on ethical fundraising. The cost savings of this initiative were further leveraged by some chapters and re-invested in a new curriculum for the *Essentials* successor program – the *Fundamentals of Fundraising*, financed entirely by Canadian Chapters and launched internationally in April 2010.

The Foundation augmented very generous individual donor funding for a special, Canada-wide, webinar in September 2009 for any fundraiser or sector leader in Canada to learn more about the new Canada Revenue Agency Fundraising Guidelines. Over 700 people from across the country logged onto this free webinar to learn what the new Guidelines would mean for their organizations, and the profession.

The Foundation has provided funding for the French translation of the Ready Reference Series which allowed francophone fundraisers access to an established body of knowledge and professional development materials to help them in their jobs. The Foundation is also funding the translation of the new *Fundamentals of Fundraising* curriculum.

The Foundation supported the efforts of AFP's Canada Council, the AFP Government Relations Committee, Members and Chapters, to mobilize their talent and resources to conclude a lengthy effort to have National Philanthropy Day recognized by the Federal government. On October 29, 2009, Canada became the first country in the world to officially proclaim November 15 as National Philanthropy Day.

Foundation Funding Priorities



“When the Nova Scotia Chapter was made aware that the AFP Foundation for Philanthropy Canada had a National Career Mentoring Program providing career-mentoring programs for new fundraising professionals with senior fundraising professionals serving as mentors, we jumped at the opportunity and matched 7 partnerships. With the assistance of receiving money to assist new fundraising professionals to strengthen their skills by enabling them to join AFP, buy books or travel to a professional development event, this allowed them to develop their fundraising skills and build their networking base.

Anne Melanson, CFRE
Board Member
AFP Nova Scotia Chapter

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Our Vision: Transforming Canadian Philanthropy

The Foundation's Long-Term Objectives are to:

Enhance Ethical Practice
Build Satisfying Careers
Strengthen the Sector & Society

To move towards these objectives and our vision, the Foundation established the following goals for 2011 – 2013:

Goal #1: Create Sector Advocates Through Education
Goal #2: Build Philanthropic Leaders Through Scholarships
Goal #3: Strengthen the Sector Through Career Mentoring
Goal #4: Foster Understanding Through Research

Enhancing Ethical Practice

Goal #1: Create Sector Advocates Through Education

Education is a core function of AFP and it's at the heart of an ethical fundraising practice. Our cornerstone is the *AFP Code of Ethical Principles and Standards* – a code governing over 30,000 professionals worldwide. AFP is at the forefront in providing education to volunteer and professional fundraisers who benefit from access to practical knowledge that enhances their skills and abilities. Bringing ethical practice to life is a key role of AFP in Canada.

Almost daily, new strategic issues arise and AFP needs the capacity to respond and educate. Increasingly, issues of regulation and public policy relating to fundraising are dominating the public discourse about philanthropy. Those engaged in raising philanthropic support require background knowledge and practical tips for addressing these complex issues.

The Foundation will address the need for accessible, sector-wide education through twice-yearly, free **Cross-Canada Webinars**. In 2011, the Foundation will deliver two timely, thought-provoking webinars:

- *The CRA as Friend Rather Than Foe* – Ten tips from senior AFP members who enjoy, and are expert at, working with the Canada Revenue Agency and their new Fundraising Guidelines. Participants will gain an appreciation of the intent of the Guidelines and reduce incorrect interpretation of them.
- *Perception Is Reality, Or Is It?* – A discussion with Federal MP Albina Guarnieri or members of the press who have been critical of Canadian fundraising cost ratios and practices. Participants will understand first hand of the gap between public and media perception, and those held in the sector.

Required Investment: \$27,000 over 3 years

Benefit When Goal Achieved: Increased dialogue and awareness of the complexity of issues facing fundraising and the sector; tools to deal with the issues; creation of stronger advocates for the profession and the sector.



“Through receiving the bursary last year for Congress, we’ve been able to make a lot of exciting things happen. We’ve been able to bring more corporate sponsors on board and I’ve learned a lot about special events and donor stewardship. The education has been really critical to Jack’s Lemonade stand and how it continues to grow.

Jodi Yeilding
Development Officer
Ronald McDonald House Toronto

Building Satisfying Careers

Goal #2: Build Philanthropic Leaders Through Scholarships

AFP recognizes that not all people or organizations have the financial resources to participate fully in the career-building, educational programs offered by AFP and others. Scholarships help remove real barriers for people and organizations so they can access the skills and knowledge to better practice ethical fundraising, and demonstrate philanthropic leadership. Scholarships strengthen people, careers, and organizations.

The Foundation would like to fund and grant a minimum of 30 scholarships between 2011 and 2013. Each scholarship is valued at \$1,500. In 2011, the goal is to provide a minimum of 5 scholarships; in 2012 our ambition to increase the minimum of 10; in 2013 the Scholarship program will fund a minimum of 15 scholarships per year.

Required Investment: \$45,000 over 3 years

Benefit When Goal Achieved: Effective training for the new generation of philanthropic leaders.

Strengthening the Sector & Society

Goal #3: Strengthen the Sector Through Career Mentoring

When fundraisers flourish, supported by solid ethical practice, we all win. Philanthropy is made stronger and so is Canadian society. The influx of people new to the fundraising profession is increasing as more organizations seek various forms of philanthropic support and operate social enterprises. Quite simply, there are more jobs than people to fill them. The basics of fundraising can be taught or learned on the job, but the real value-add of a professional – knowledge and experience – takes time to acquire. Almost all fundraisers have had a mentor at some point in their career, quite often on a loose, informal basis.

AFP wants to formalize mentoring within the profession through a new **National Career Mentoring Program**. By matching knowledgeable and seasoned professionals with those wanting to deepen their knowledge and skills, the National Career Mentoring Program will use OnPurpose Leadership*, an online assessment tool kit, and facilitator grants to establish the program nationally, administered by AFP’s 16 Canadian Chapters. When fully operational, over 440 year-long mentor relationships will be formed. For Mentors, it’s a chance to give back and help – enhancing the future of the fundraising profession in Canada.

* A generous in-kind gift from a Foundation Board member.

Required Investment: \$91,850 over 3 years

Benefit When Goal Achieved: stronger ethical fundraising practice and enhanced leadership capacity within the sector.

Goal #4: Foster Understanding Through Research

The charitable sector is facing growing challenges, and opportunities, everyday. Our effectiveness as charitable organizations is examined, ranked, and re-ranked. While trust in our organizations is high, transparency and accountability are clarion calls from many donors and funders.

To meet these daily challenges, AFP requires solid research to help inform, and indeed shape, the discussions about philanthropy and fundraising practice in Canada. AFP already brings a credible and authoritative voice to the discussion with the annual *AFP State of Fundraising* survey, the Compensation and Benefits Report, and a variety of position papers, but more needs to be done.

New pressures and new issues are presenting new opportunities for AFP to be at the forefront of research on fundraising/philanthropy in Canada. Fundraising professionals and volunteers need access to relevant, timely, and useful research that informs best practices and future policy development.

The Foundation's desire is to foster innovation in research to address future trends in fundraising by launching a **Research Grants Program**. Over the next 3 years, our ambition is to fund a total of eight \$10,000 research grants to individuals or institutions conducting research into fundraising and philanthropy in Canada.

Required Investment: \$80,000 over 3 years

Benefit When Goal Achieved: a body of Canadian-specific research that helps volunteers and professionals address future trends in fundraising.

Financial Investment

Goals	Total Investment
Create sector advocates through education	\$ 27,000
Build philanthropic leaders through scholarships	\$ 45,000
Strengthen the sector through career mentoring	\$ 91,850
Foster understanding through research	\$ 80,000
Total	\$ 243,850

3-Year Financial Investment 2011 to 2013

Priority	2011	2012	2013
Education	\$ 8,000	\$ 9,000	\$ 10,000
Scholarships	\$ 7,500	\$ 15,000	\$ 22,500
Career Mentoring	\$ 22,000	\$ 31,250	\$ 38,600
Research	\$ 30,000	\$ 30,000	\$ 20,000
Total	\$ 67,500	\$ 85,250	\$ 91,100

Your Next Step / Ways to Give

We're ready to work with you to make a difference for the profession, and the community. The Foundation accepts all types of philanthropic support and provides recognition opportunities (if desired) appropriate to your level of support.

Need More Information?

We want the opportunity to discuss supporting AFP in Canada and the AFP Foundation for Philanthropy – Canada. Please contact:

AFP Foundation for Philanthropy – Canada

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