

the contributor



A N A F P M E M B E R S N E W S L E T T E R

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APRIL 2004

The Contributor is issued ten times annually and is a publication of the Greater Toronto Chapter of the Association of Fundraising Professionals.

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AFP represents more than 26,000 members in 174 Chapters throughout the United States, Canada, Mexico and China, and works to advance philanthropy through advocacy, research, ethical standards, education and certification.



Toronto Chapter Strongest Ever

Susan Mullin, CFRE, President of AFP Greater Toronto Chapter addressed members at the Annual General Meeting last month. While the intent of the meeting was to address the standard business of the Association, Mullin provided members with an overall view of the Chapter's successes and a snapshot of future plans for continued growth and development. She posed the question: "How did we get to become the largest chapter in the world?" Here's the summary of her answer:

The Toronto Chapter is going strong. Not only did we achieve 1,000 members this year, we have grown beyond that number. Toronto was the only one of a handful of larger Chapters to see growth this year. Certainly, in my meetings with colleagues at some of the larger US chapters, they are dealing with a slower economy than we are in Canada. The rate of growth and member retention for our chapter are stronger than the overall association figures.

Last May, your Board of Directors began the process of developing a new strategic plan for the Chapter – a plan that would provide us with a roadmap during the next few years.

After extensive input, review and consideration of AFP International's own strategic plan process which ran parallel to our own, the Board approved a three-year strategic plan (see it online at www.afptoronto.org.) Before we could even begin the process, the Board felt strongly that we needed a vision statement for the Chapter. In this statement you'll see the focus on service to members and the Chapter's leadership role within the overall AFP structure: "The Toronto Chapter will serve as an expert resource for fundraising standards, professional advancement, opportunities, and advocacy for philanthropy on behalf of its members and the fundraising profession within AFP's international community of chapter organizations."

It's not enough for the Greater Toronto Chapter to be the largest chapter in the world. We want to ensure excellence in all we do and so we also approved a quality statement: "The Greater Toronto Chapter is committed to ensuring excellence in philanthropy, serving the needs of its members and allied professionals, and striving to promote the best practices in the world in terms of education and training for fundraising professionals."

The vision and the quality statement describe how we will achieve the goals set out in the strategic plan, which features nine key objectives approved by the Board of Directors. Responsibility for these goals belong to the board as a whole, but individual Directors will assume specific responsibility for leading a process in the following areas: education, career development, member services, marketing and communications, professional certification, government relations, fundraising research, chapter governance and fiscal management.

So what did the Chapter accomplish during 2003?

Fiscal: Our results exceeded budget and we achieved these results in spite of our planning for possible negative revenue implications from hosting the International Conference. It should be noted that host chapters do not receive any revenue from the conference itself – nor do we assume any of the risk. In

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AFP Calendar

Note: unless indicated, all functions take place at the YMCA of Greater Toronto Auditorium, 20 Grosvenor Street, Toronto.

Audioconference

Thursday, April 15

12:30-2:30 pm

Topic: The Golden Route to Successful Grantseeking

Presenter: Susan L. Golden, Ph.D., CFRE

April Luncheon:

Tuesday, April 20

12- 1:30 pm

Topic: Intelligent

Philanthropy©: Informing

Investors' Expectations

Speaker: Dianne Lister, CFRE, LL.B. and Janet

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Fundraising Day 2004

May 26th, 2004

AFP Congress 2004

November 30 –

December 3, 2004

Note the following fee

increases effective

April 1, 2004:

Luncheons:

Members \$30.00

Non-Members \$40.00

Audioconferences:

Members \$35.00

Non-Members \$45.00

Job Postings:

Members \$300.00

Non-Members \$550.00

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spite of the war in Iraq and the very start of SARS, I have to say that folks from International are still talking about the great job our Chapter did, including hosting a terrific special event at the AGO.

Every Member Campaign: We exceeded our Every Member Campaign Goal. This is a relatively new undertaking, and only the second year the Chapter was involved. The Every Member Campaign is a fundraising initiative to raise philanthropic donations from members to support education programming, bursaries and scholarships, and research. All funds raised in Canada from this campaign are directed to AFP Foundation for Philanthropy-Canada. We achieved just over \$29,000 in pledges against a goal of \$27,000 and we had the highest dollars per decision of any Chapter.

Ongoing Research: The Chapter supported a joint CPRN-AFP research initiative. These results were released at the International Conference and follow-up work continues. We provided resources and tools to assist members to understand and respond to privacy legislation through the National Government Relations Committee and the privacy task force.

Top-Notch Staff Support: Tremendous staff and volunteer resources exist, providing value to each one of our members. There are staff at the International office, a staff person coordinating activities for Canada Council and the Foundation out of Ottawa, not to mention our very own outstanding staff– Cynthia Quigley and Meredith Meads. I'd like to add that it was due to the foresight and courage of past boards that we are in the fortunate position today of having dedicated staff resources for the chapter– another reason we've succeeded in becoming the largest chapter in the world.

Outstanding Volunteers: We are also fortunate to have access to tremendous volunteer leadership from within the Toronto Chapter– colleagues who are actively engaged at all levels of AFP including our local Board and committees, the Canada Council, the International Foundation, and the Government Relations Committee. A number of current and former board members and other interested members of AFP Toronto represent Canada as committee members at the international level.

What's ahead for AFP Greater Toronto Chapter? We will use the strategic plan as a roadmap to enhance our website, continue offering high quality educational programs, support the Every Member Fundraising Campaign, and evaluate our corporate sponsorship opportunities. I'm looking forward to working with our new Board of Directors on implementing the action plans in the Strategic Plan, which will focus on government relations, volunteer opportunities, the investigation and sharing of best practices, and member services.

“How did we get to be the largest chapter in the world?” Mullin reiterated, “Through our members– you– and a continued commitment to excellence.”

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PIPEDA: Fundraising Not A Commercial Activity

Fundraising is not a commercial activity under PIPEDA, the Personal Information Protection and Electronics Document Act.

The Privacy Commissioner of Canada, Jennifer Stoddart, recently released a fact sheet called “The Application of the *Personal Information Protection and Electronics Document Act* to Charitable and Non-Profit Organizations.” This document reinforces the content of “*Privacy 101: A Guide to Privacy Legislation for Fundraising Professionals and Not-for-Profit Organizations in Canada*” released in June, 2003 by a working group of AFP, AHP, APRA and CCP representatives.

You are encouraged to read the fact sheet in full for complete information at: www.privcom.gc.ca/fs-fi/02_05_d_19_e.asp. What remains clear is that fundraising organizations that have implemented recommendations contained within the Privacy 101 Guide will be well on their way to compliance with the

Please Welcome Your
2004 Board of Directors

Chapter President:
Susan Mullin, CFRE, Surrey
Place Centre Foundation

Past President:
Rob Peacock, CFRE, Mount
Sinai Hospital Foundation

**Chapter Vice President &
Treasurer:**
Yves Gadler, CFRE,
The Princess Margaret
Hospital Foundation

Secretary:
Linda Jones, CFRE,
Habitat Canada

**In the next issue of the
Contributor, we will provide a
complete listing of board
members and their portfolios:**

- Roger Ali, CFRE,
Parkinson Society Canada
- Hala Bissada, CFRE, Hala Events
& Communications Inc.
- Tad Brown, LL.B.,
University of Toronto
- Megan Campbell, CFRE,
Community Foundation of Oakville
- Mark Climie, CFRE, Wyers Direct
- Liza Jerome, CFRE, The Hospital
for Sick Children Foundation
- Guy Laporte, CFRE,
Canadian Feed The Children
- Deborah Legrove, CFRE,
DVA Navion
- Valerie McMurtry, CFRE, Bloorview
MacMillan Children's Foundation
- Lisa Mills, CFRE, Seneca College of
Applied Arts & Technology
- Joel Porter,
York University Foundation
- Jennifer Stewart, CFRE,
Providence Centre
- Peter Taylor, CFRE,
The College of Family Physicians
- Lisa Verhagen, CFRE, Invest In Kids

federal privacy legislation. While some of the recommendations are based on what might be called "best practice" as opposed to actual compliance, it is clear that fundraising organizations will be aligning themselves with the intent of PIPEDA by taking these steps now. Furthermore, charities will be in a position to assure donors that their personal information is treated with the highest respect and adherence to relevant privacy legislation.

For an update on provincial privacy developments, refer to the story on the AFP website at:

www.afpnet.org/tier3_cd.cfm?folder_id=2487&content_item_id=15726.

View the Privacy 101 Guide at:

www.afpnet.org/tier3_cd.cfm?folder_id=2486&content_item_id=12746.

Chapter News & Developments

Fundraising Day – Wednesday May 26th: Are you looking for all the right tools and knowledge to bring your organization to that next level of fundraising success? Then look no further...mark Wednesday, May 26th in your calendars now. Brochures will be mailed shortly, but to register or view the complete course offerings and names of presenters, visit us online at: www.afptoronto.org. We are pleased to offer five tracks with a variety of sessions that allow you to specialize or pick and choose:

· Managing a Development Office - Creating a Workplan - and How to Enjoy it! · Volunteer Management Tools for Your Shop · Special Event Volunteers · Corporate Sponsorship of Events · Finding Events that Work for Your Organization · Effective Donor Relations and Prospect Research to Cultivate Major and Planned Gifts · Effective Proposal Writing to Land Big Gifts! · Marketing & Communications 101 for the Small Shop · Integration Opportunities within Direct Marketing · Small Shops and the Basics of E-Commerce · Stewardship Concepts · Are You Serious about Your Professional Development? · Current Trends in Corporate Giving ·

Chapter Recognizes 2004 Outstanding New Fundraising Professional: The award for the 2004 Outstanding New Fundraising Professional was presented during the AFP Greater Toronto Chapter's Annual General Meeting in March to Ann Adrusyszyn, Development Officer at the Barrie Public Library. Read more at: www.afptoronto.org

New Canadian Federal Budget Looks Promising for Charities: Several proposals of interest to the charitable sector were included in the federal budget announced last week, including proposals related to intermediate sanctions and greater disclosure of charity information to the public. Read more at:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2486&content_item_id=15686

Many Nonprofits Are Using Volunteers Ineffectively: A joint study by the UPS Foundation, the Corporation for National and Community Service and the USA Freedom Corps has revealed that 80 percent of nonprofits rely on volunteers for critical activities, but admit they do not have the resources or knowledge to manage them as they might like. Read more at:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2345&content_item_id=15307

Career Planner- Wow! Attendees at the Association of Fundraising Professionals (AFP) 41st International Conference on Fundraising were "wowed" by the association's newest member benefit- an online Career Planner that was introduced during the conference. See it online at:

www.afpnet.org/tier3_cd.cfm?folder_id=887&content_item_id=15647

Diversity Tools to Broaden Your Funding Base: AFP is now offering two practical, down-to-earth diversity resources to help your organization reach new donors. See it online at:

www.afpnet.org/tier3_cd.cfm?folder_id=1485&content_item_id=15309