

■
NOVEMBER 2004

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

Chapter Address:
260 King Street East,
Suite 412
Toronto, Ontario
M5A 4L5

Telephone: 416-941-9212

Facsimile: 416-941-9013

Toll-free: 1-800-796-7373

Chapter Website:
www.afptoronto.org
AFP International Website:
www.afpnet.org

Manager, Administration:
Cynthia Quigley
cquigley@afptoronto.org

Membership Services
Coordinator:
Meredith Meads
info@afptoronto.org

Editor: Melanie Lovering
Threshold Communications
melanie.lovering@sympatico.ca

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.

“Generation Deluxe” on the Rise

Iris Nowell is an active volunteer and fundraiser for charitable organizations involved in the arts, human rights and violence against women. She is also the author of five books, including “Women Who Give Away Millions.” Sixteen years of volunteer work in the non-profit sector have provided her with a solid knowledge of philanthropy, making her uniquely qualified to provide insight on how to tap into private wealth.

Iris Nowell launched her presentation with some astonishing facts that may be news to professional fundraisers. In 1992 there were 550 billionaires. In 2004 there were 587 billionaires. They are today’s super-rich, whom she classifies as “Generation Deluxe.” They are the post dot-com survivors with assets of \$100 million or more and while most of them are Americans, 30 of them are Canadian. The wealth is there, she stressed, as evidenced by the success of the Campaign for the University of Toronto- the most ambitious fund-raising effort in Canadian university history that accomplished its billion dollar goal more than a year ahead of schedule. Not only does the wealth exist now, baby boomers stand to inherit \$1.9 trillion dollars in the next few decades.

So who are the members of “Generation Deluxe” and how does one find them? Nowell had a few suggestions for fundraisers. She says that members of this unique sect are committed to spending their wealth and your best bet to identify them is to catch them in the act of spending it on clothes, cars, their “castles”, jewelry, luxury travel and personal services.

Not surprisingly, there is an impact on the environment as a result of this high-end consumerism and regardless of whether the wealthy are consciously transferring wealth to environmental issues or not, their support of such causes is on the rise. Until recently, environmental causes found themselves on the fringes of philanthropy but have enjoyed exponential growth, securing \$1 million of support in Canada ten years ago and \$16 million in 2003. A number of the new super-rich are redirecting their philanthropy away from traditional institutions as a result, in order to focus on the wider spectrum of the environment and global concerns of infectious diseases, poverty and illiteracy.

Nowell’s best advice to attract wealthy donors is simple and straightforward: communicate your problem, locate an expert to study it, secure funding and ensure that your projects are transportable from community to community. Again, she used the Laidlaw’s Foundation’s School Grounds Study as an example. The study resulted in improved guidelines for playgrounds, a clean up of toxic fluids in communities and illustrated the impact of high traffic patterns on children’s health. This has created a wealth of information and standards of practice from which others may benefit.

Consider the impact of celebrity involvement in your cause, she suggests. Celebrity endorsement makes it easier to approach others, market yourself and help you to raise the profile of your cause. Despite our fascination with wealth and celebrity “one person can make a difference,” Nowell reminded the group. Remember 6-year-old Ryan Hreljac? He raised \$3,000 to drill his first water well in Africa. Six years later, WaterCan raises \$800,000 annually.

■

AFP Calendar

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

AFP Congress 2004
November 30 –
December 3, 2004
Metro Toronto
Convention Centre

Featuring:
Tuesday, November 30th
The 10th Annual
Philanthropy Awards
Luncheon

**Opening Plenary
Luncheon Speaker:**
Tony Elischer

**Closing Plenary Luncheon
Speaker: Stephen Lewis**

(Note: Due to a conflict with Congress, the audioconference and luncheon will not be offered in the month of December.)

January Luncheon,
Tuesday, January 18
Topic and Speaker TBA

Audioconference
January 12, 2005
12:30-2:30 pm
Topic: Achieving Dramatic
Increases in Your
Annual Fund
Speaker: Stanley Weinstein,
ACFRE, EMBA

Mark the Date:
Fundraising Day
June 8, 2005

■

Prospecting to Municipalities

Should your local municipality be at the top of your prospect list? Research conducted by DVA Navion, a national fundraising consultancy, shows that hospitals across Ontario have been receiving multi-million dollar investments. How are they doing this? Here's how:

A Solid Case: The process starts with a major capital or equipment need. The Ontario Ministry of Health provides little funding for replacement equipment or new technology and only 50% to 70% of the funding for capital projects. Hospitals are faced with significant short falls and hospital foundations are frequently being asked to make up the difference as a result.

A survey of 85 hospital foundations conducted this spring by researcher Sue Egles, CFRE, revealed that more than 30 hospitals have successfully received municipal support. According to Ms. Egles "municipal governments are contributing on average 10.2% of the project cost whether it is for a new hospital, redevelopment of existing buildings or in some case MRI's and physician recruitment strategies."

A Strong Champion: The research proves that efforts are successful when a municipal "champion" is supporting the request. York Central Hospital Foundation received a \$10 million grant from the Town of Richmond Hill. Bill Leacy, Foundation President attributes the successful grant to factors including campaign leadership, taking the time to meet with the Mayor and Councilors, grass roots letter-writing campaigns and having a champion. York Central Hospital Foundation had a Town Councilor on the Campaign Cabinet and the Chief Administrative Officer of the Town on the Hospital Board. Other foundation executives agree. "Lobby, lobby, lobby," is the advice from Gerry Huddleston, Executive Director of the Smiths Falls Community Hospital Foundation.

Be patient: Expect that your funding request will take time. Like any other major gift prospect, the average time to cultivate and solicit is 11 months. The request often originates in the hospital CEO's office and takes intensive one-on-one cultivation meetings, tours of the hospital and a series of council presentations. When you believe you will get a positive response, you should ask. "One of the basic facts of asking your municipality is that it is in the public eye and has the potential to create controversy or goodwill in the community," states Ms. Egles. There is no evidence, however, to suggest that tax-based support deters individual philanthropy.

Should you consider adding your local government to the prospect list? The answer is "yes" but be aware that a major stumbling block may be others' views that hospital support is a provincial responsibility. Even so, there is growing evidence that many municipalities believe they do have a role to play in funding the major projects that transform local health care.

■

AFP Fundraising at 89% of Goal

Thanks to the tremendous support of our Chapter members, the AFP Foundation for Philanthropy- Canada is at 89% of its \$28,000 goal. Here's a bonus: all donations made at Congress 2004 to this year's campaign will be matched by AFP Greater Toronto Chapter (up to \$5,000!) Yet another reason to be sure you are at Congress this year- If you have not already done so, register online today at: www.afptoronto.org.

Members who pledged their support to the Foundation through the Advantage Telemarketing Program are encouraged to arrange payment by contacting the Greater Toronto Chapter at 416-941-9212 or calling Tami Mallette at the Foundation office in Ottawa at 613-236-0658.

■

Chapter News & Developments



The Chapter would like to acknowledge and thank the following 2004 Congress Sponsors for their support of the Chapter and the fundraising profession:

Anne Moore & Associates
 Artez Interactive
 Artsmarketing Services Inc.
 Blackbaud Inc.
 BMO Financial Group
 BMO Harris Private Banking
 Bradford Direct
 CanadaDirect Fundraising
 Carter & Associates
 CIBC
 Cornerstone Group of
 Companies
 Ducharme Group
 DVA Navion
 Fasken Martineau
 FUNDING matters Inc.
 Fundraising Initiatives
 JMG Solutions Inc.
 Ketchum Canada
 Legacy Leaders Inc.
 Manifest Communications
 Miller Thomson LLP
 Octopus Design &
 Communications
 RBC Financial Group
 Stephen Thomas
 TD Financial Group
 Univision Marketing Group
 Wyers Direct Inc.

Win a Free Congress Registration! Register for Congress between November 9th and 23rd to be eligible for a lucky draw to win your three or four-day conference registration! All registrations received by this date will be put in a draw to take place at Stephen Lewis' plenary luncheon on Friday, December 3rd.

National Post Supplement: The Association of Fundraising Professionals (AFP) partnered with the *National Post* again in 2004 for an exclusive joint-venture advertising supplement that highlights National Philanthropy Day and the importance of charitable giving. This supplement was published in the November 15, 2004 national edition. Did you get your copy?

Date Set for Fundraising Day 2005: Mark your calendar for June 8, 2005 as the date for Fundraising Day.

Voluntary Sector Links on GTA Chapter Website: The Voluntary Sector Initiative has a mandate to support the involvement of members of the voluntary sector within its initiatives. Articles produced by the secretariat for the voluntary sector to inform organizations about the work of the initiative continue to be posted on the Chapter website for members' review at:

http://www.afptoronto.org/voluntary_sector/index.htm

Canadian Giving reaches a Record High: Charitable giving by individuals in Canada reached \$6.5 billion in 2003, the highest level ever reported:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2345&content_item_id=18609

AFP Foundation for Philanthropy- Canada Board Named: The slate of officers for the 2005 AFP Foundation for Philanthropy- Canada was announced during the recent delegate assembly meetings in Washington, D.C.:

http://www.afpnet.org/tier3_cd.cfm?folder_id=887&content_item_id=18570

CRA to Review Charity Registration Process: In response to numerous questions and concerns from the voluntary sector, the Canada Revenue Agency (CRA) is inviting public comments about the process for organizations to attain registered status as charities:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2485&content_item_id=18593

CRTC Decision 2004-35: AFP continues to urge its members to write to the Canadian Radio-Television and Telecommunications Commission (CRTC) in support of AFP's application to review and vary CRTC Decision 2004-35 that establishes new telemarketing regulations that would detrimentally affect charitable organizations:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2485&content_item_id=18271

Canadians More Confident in Charities than Americans: According to a recent survey, Canadians remain extremely confident in the charities that serve them, although a large majority feels that a national charity watchdog organization should be created:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2545&content_item_id=18431

AFP Greater Toronto Chapter Job Postings: This is a reminder that if you would like to unsubscribe to job postings, please e-mail Meredith Meads at info@afptoronto.org and she will remove you from the distribution list.