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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.

Youth Engagement Unwavering

For thousands of Canadian students it's back to school time. Many of them, especially high school students, will be looking to complete their community service hours prior to graduation. Has your organization maximized its opportunities to engage this segment of the population? If the answer is no, maybe or even yes, information shared with AFP back in June might help you create, or improve your existing strategy to engage this vibrant and potential pool of active volunteers and donors.

Shelley Smith was the key staffer behind a study entitled "Understanding Active Citizen Engagement Among Canada's Information Age Generations" – a project sponsored by D-Code, a strategy and innovation research firm. Her presentation to June lunch attendees commenced with a comparison of what her firm classifies as the "Nexus" (or "bridge") generation, born in the early 60s to late 70s with the "Velos" (or "speed") generation, born in the late 70s to early 90s. In Canada, these two groups comprise 8 million people or 27% of the population and together are classified as the "Information Age Generation."

Given that her presentation was delivered just prior to our federal elections, Smith pointed out that 25% of this age group votes and that assumptions are often made by political party leaders that this generation is not an engaged segment of the electorate. While it is true that debates are a turn off (Smith pointed out that they often don't speak to the needs, wants and issues of youth) and the average age of a political party member is 59 years of age, D-Code's study challenges the belief that information age citizens are disengaged, even apathetic citizens. In fact, the opposite is true— young Canadians show a strong expectation to participate and believe that their involvement will have a positive impact upon Canadian society.

The study, conducted in partnership with the Canadian Centre for Philanthropy, examined 18 case studies, reviewed 200 pieces of literature and analyzed "The National Study for Giving, Volunteering and Participating" with an emphasis on youth-related data.

Here's how these two distinct, yet youthful generations compare: the Nexus generation is sandwiched between the baby boomers and the Velos generation. Members of this group are equally comfortable with both low tech and high tech solutions. They are driven, ambitious, strategic and savvy. Of the Velos generation, half of whom already feel in control of their lives, only 20% of them think they will not be better off than previous generations. Altogether, there are 10 million of these information age citizens in Canada under the age of 25 years.

The bottom line indicates that 22% of information age citizens donated funds to charity and the total dollar figure for those donations tops \$1.06 million. Smith's million-dollar question for the day was this: are you devoting 22% of your resources to attracting and retaining these supporters?

Here's why it makes sense to attract and retain this group— they embody the new spirit of philanthropy and reflect emerging trends seen throughout the sector. They are strong advocates for critical and systemic change, interested in tackling root causes (i.e. poverty and violence.) They seek involvement, are excited by innovation and interested in improving the "performance capacity of

AFP Calendar

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

Audioconference

Thursday,

September 9th

12:30-2:30 pm

Topic: Becoming a Fundraising Leader

Presenter: Bernard Ross, Director of The Management Centre

September Luncheon:

Tuesday, Sept. 21

12- 1:30 pm

Topic & Speaker: Affinity Roundtable Luncheon

Choose from among 24

topics at:

www.afptoronto.org

Audioconference

Tuesday, October 5

12:30-2:30 pm

Topic: Bridging the Gap Between the Financial Advisor and the Nonprofit Fundraiser

Presenter: H. King McGlaughon, Jr., JD, MDiv, Chair of Philanthropy at The American College

AFP Congress 2004

& 10th Anniversary

Philanthropy Awards

Luncheon

November 30 –

December 3, 2004

society." They are challenging organizations to be more inclusive and can act as bridge between cultures and traditional older generations.

The leading driver that compels this generation to give is their compassion for those in need and the three most successful forms of fundraising for this particular generation are: sponsorship, through a place of worship, and canvassing in shopping malls or door-to-door.

It is also interesting to note that members of the information age generation with a higher rate of involvement in the following activities reflected, on average, a 20% greater propensity to give and/or volunteer: if they are involved in an organized team sport, active in a religious organization, participate in door-to-door canvassing, or belong to a youth group. Their decisions to become involved with charitable work or to donate were also strongly influenced by seeing someone they admire help others, or if one or both of their parents volunteer.

D-Code's study provides even more insight into the information age generation with respect to volunteerism that is not covered here. For more information about this fascinating study, contact Zita Simmonds at 416-599-5400, or e-mail: zita@d-code.com.

Private Philanthropy Needed

Canadians need more private philanthropy say 73% of affluent Canadians, according to Scotia Private Client Group/Ipsos-Reid poll. The poll is based on a randomly selected sample of 300 higher net worth Canadians, defined as Canadian adults with household financial assets in excess of half a million dollars.

Strong concern among affluent Canadians that social priorities such as healthcare, education and the arts are not receiving adequate funding could lead to a dramatic increase in private giving, according to the results of a new Scotia Private Client Group/Ipsos-Reid poll released recently. A majority of affluent Canadians (73%) see an increasingly vital need for private philanthropy, primarily because social priorities are not receiving adequate funding. The increase in private giving is also being driven by more favourable tax treatment for donations and a large intergenerational transfer of wealth. The survey also found that 18% of affluent Canadian households (or 62,000 households) have considered establishing private foundations.

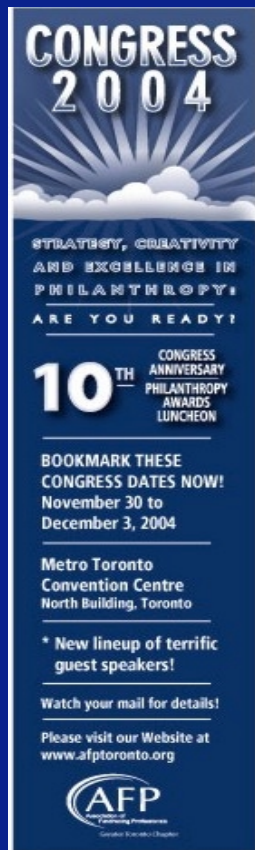
For further information on this study, contact Matthew Coorsh, Scotiabank Public Affairs at 416-933-1344 or e-mail: matthew_coorsh@scotiacapital.com.

Chamberlain Scholarship 2005

Each year, the AFP International Conference on Fundraising brings together nearly 3,500 fundraising professionals from around the globe. This conference is the only event in the world that focuses on the broad range of philanthropy and offers educational programs for all levels of experience and all areas of philanthropic fund raising. The AFP Foundation sponsors the International Scholarship Program to help individuals serving not-for-profit organizations to develop their knowledge and skill in fundraising and offers the Chamberlain Scholarship, which has a value of \$1,000.00. It is intended to cover the registration fee and some travel expenses to attend the International Conference in Baltimore, Maryland from April 3-6, 2005.

Members interested in applying must complete a formal application which can be obtained by calling the Chapter Office at 416-941-9212. The application deadline is Friday, October 15, 2004. Questions about this can be directed to Cynthia Quigley at the Chapter Office.

Chapter News & Developments



Congress Highlights:

**The 10th Philanthropy Awards Luncheon – Tuesday
November 30th**

**Opening Plenary Luncheon
Speaker – Tony Elischer
Wednesday, December 1st**

**10th Anniversary Special
Reception Event
Wednesday, December 1st**

**Affinity Group Luncheon
Thursday, December 2nd**

**Closing Plenary Luncheon
Speaker: Stephen Lewis
Friday, December 3rd**

**CFRE Examination
Saturday, December 4th**

AFP Foundation for Philanthropy– Canada at 64% of Goal:

Thanks to the tremendous support of our Chapter members, we are at 64% of our goal and the overall goal this year is \$28,000. Please consider making a pledge. You can contact the Greater Toronto Chapter at 416-941-9212 or call Tami Mallette at the Foundation office in Ottawa at 613-236-0658.

10TH Anniversary Philanthropy Awards Luncheon:

This year, AFP Greater Toronto Chapter has combined the Philanthropy Awards Luncheon with Congress as both events are celebrating their 10th Anniversary. What a wonderful way to celebrate the 10th year for both events. Mark the date and location: Tuesday, November 30th at the Metro Toronto Convention Centre, North Building.

The Luncheon will recognize and honour the 2004 Awardees: Outstanding Philanthropists – Barbara and Pat Keenan; Outstanding Volunteer– Miles Nadal; and the AFP Greater Toronto Chapter Lifetime Achievement Award– Anne Moore, CFRE. CityTV anchorman Gord Martineau will once again host this annual sell-out event. Please join us for this celebration of philanthropy!

Individual tickets may be purchased for \$55.00 each by contacting the AFP Greater Toronto Chapter at 416-941-9212 or e-mailing: cquigley@afptoronto.org. (Note: if you are attending Pre-Congress, the lunch ticket is included in your registration fee.)

Canada Revenue Agency Creates New Help Resource for Canadian Charities:

The Charities Directorate of the Canada Revenue Agency (CRA) recently created a new position at the agency to assist charities with issues or questions that cannot be dealt with through normal channels. Read the full article at: http://www.afpnet.org/tier3_cd.cfm?folder_id=2485&content_item_id=17248.

New Voluntary Sector Links on GTA Chapter Website:

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 are posted on the Chapter website for members' review at: http://www.afptoronto.org/voluntary_sector/index.htm.

Correction to the June/July Contributor:

Please note the following correction to the lead article in the June/July 2004 issue of The Contributor:

“To celebrate the 10th Anniversary of the Association of Fundraising Professionals Greater Toronto Chapter’s Philanthropy Awards, the Lifetime Achievement Award will be formally launched and presented to Ms. Anne Moore, CFRE, for her outstanding contribution to the sector, the profession and to many not-for-profit organizations. This award was first presented in 2002 to Mr. Ross MacGregor in honour of his outstanding contribution to the profession. The Chapter will present the newly formalized award on November 30, 2004 as part of the Chapter’s 10th Anniversary Philanthropy Awards Luncheon.”