

# 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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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.

## AIDS Pandemic Focus of Plenary

*Stephen Lewis, keynote speaker at the Congress 2004 closing plenary, expressed his delight at being given the opportunity to "preach to the converted." Mr. Lewis, who served as the Deputy Executive Director of the United Nations Children's Fund (UNICEF) from 1995-1999, is the former Canadian Ambassador to the United Nations, and presently serves as the United Nations' Special Envoy for HIV/AIDS in Africa.*

There were, undoubtedly, many people in the audience already familiar with the disturbing statistics that Stephen Lewis shared with Congress 2004 delegates early in December, but it is also safe to say that many in attendance were shocked and dismayed at the seriousness of the HIV/AIDS pandemic in Africa, the focus of his presentation. For many, it was an excellent introduction to a topic that deserves more of the developed world's attention.

Less than four weeks after Mr. Lewis's presentation, the world reeled at the news of another humanitarian crisis, caused by a devastating tsunami that has taken thousands of human lives in South Asia, a number that continues to rise as the floodwaters recede. The international community's response to this humanitarian crisis is heartening, and if there is any silver lining whatsoever to the devastation, it is that the spotlight of attention on the day to day struggles of the developing world might continue to shine far into the future.

Lewis stressed the importance of the non-profit sector to "fill the gaps" but he could not hide his grave disappointment at the neglect of this sector's issues and its underfunded state at annual events such as the World Economic Forum at Davos, Switzerland. Here, developed nations meet annually to build the world's financial architecture, discuss debt and tax reduction. This forum, attended by what Lewis classifies as the world's economic "glitterati," addresses issues such as corporate social responsibility. In his opinion, however, these gatherings do very little to address the desperate situation of global poverty, nor does it give the public sector its proper due.

He cited the Global Fund to Fight AIDS, Tuberculosis and Malaria as an example. The decision by G8 countries to establish and support the Global Fund was the result of a call in 2001 by the UN Secretary General, Kofi Annan, for the creation of a "war chest" to fight HIV/AIDS. It is an international, independent, public-private partnership designed to attract and manage significant new sums of money to finance the fight against these diseases. Since its launch in 2002, it has created an innovative, demand-driven model where country-level grant applications are developed and submitted by a consortia of public and private sector NGOs, government officials, and organizations representing people living with HIV/AIDS, TB and Malaria. Its composition is innovative, Lewis claimed, and provides access to funding for desperate human needs.

Despite the soundness of this strategy, the initiative is short of funds; many developed countries that should be on board are not. None of the world's wealthiest governments have contributed an amount on par with the size of their economies. Lewis is looking to the corporate sector for a response and so far, the only Foundation on board is the Bill and Melinda Gates Foundation.

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## AFP Calendar

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

January Luncheon,  
Tuesday, January 18  
**Topic: Why the Next Ten Years Belong to Gift Planners**

**Speaker: Ann Rosenfield, CFRE**

New! Exciting  
Workshops for 2005  
Six presenters will speak on various topics starting in January, through to July. The 2½-hour workshops will be held prior to the monthly luncheons.

January Workshop:  
Tuesday, January 18  
9:00-11:30 am  
**Topic: Securing a Bequest - From Beginning to End**  
**Speakers: Michelle Osborne, CFRE & Jasmine Sweatman, LL.M.**

Audioconference  
Tuesday, February 8  
12:30-2:30 pm  
**Topic: Essential Presentation Skills for Fundraisers**  
**Speaker: Roberta A. Healey, MBA, CFRE, NHA**

February Luncheon  
February 17, 2005  
**Topic and Speaker TBA**

Mark the Date:  
Fundraising Day  
June 8, 2005

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Lewis sees this fund as a great opportunity for pharmaceutical firms to form a national business coalition, and collectively raise awareness of the disease among other corporations. These are the same corporations that presently fund employee drug plans (including AIDS medication, ironically.) "No one can understand why they cannot be conjoined to participate in that which governments have abdicated. We are at a cultural crossroads. Why can't we summon the world to a response?" Lewis despaired.

As for the AIDS pandemic, the statistics are sobering. The virus is spreading to the point where it is nearly irreversible and in the words of Peter Piot, the United Nations AIDS Executive Director, is "on the verge of an apocalypse." Its epicentre is located in Africa, and the number of deaths (6,500 per day) now outstrips the number of infections. Hospital wards are filled, with four to five babies per cot. It is, Lewis stated, "stripping the continent of its ability to respond."

The effect of this disease upon women is particularly disturbing to Lewis, who likened it to a massacre. More than three quarters of the dead are women and girls, aged 15-24 years of age. Life expectancy in Africa is now 30 to 38 years of age, where prior to HIV/AIDS, it was 55 to 62 years. The disease is killing off its future teachers, stripping a family of its household food security and creating 14 million orphans, which by 2010, will grow to 20 million orphans. While the true heroes in all of this are the aging grandmothers, gender inequality in this case is fatal and he blames predatory male sexual behaviour as the root cause.

In December of the year 2000, the United Nations launched its Millennium Development Goals. These goals, endorsed by the international community, set out to achieve certain objectives by 2015: to eradicate extreme poverty and hunger, promote gender equality, decrease environmental degradation, reduce poverty, reduce infant mortality, improve maternal health, achieve universal primary education and combat HIV/AIDS, Malaria and other diseases. Presently only 5% of the developed countries that committed their support to these goals have fulfilled their promise. In 1969, Canada committed .7% of its GNP (gross national product) to assist the developing world annually, but has delivered less than half of that, on average, per year since then.

"So where is the hope?" Lewis mused. The situation is grim, but if we can at least achieve "three by five" (3 million people in treatment by 2005) there will be some progress, he stated. "What can we do?" asked one audience member. Lewis's reply was simple and not unfamiliar: "Donate."

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## Future of Fundraising: Straight Up

Tony Elisher gazed into his fundraising crystal ball and delivered an entertaining peek into the future of fundraising at the opening plenary of Congress 2004. The top tips, delivered straight up by this British fundraising guru, are summarized here:

- Donors are more demanding and won't take what you have to say at face value. They are cynical and the stakes are raised. Accept the death of traditional consumer typologies- they can't be used anymore, because donors will no longer fit into tidy "boxes."
- Donors have new aspirations and are seeking more fulfillment and individualism. They want to be a segment of "one."
- We live in an era of the empowered consumer to the point where they enjoy too much choice, and consumers can afford to be concerned about wider issues. You must lock them into your brand.
- We are seeing voter apathy with outbursts of protests. Ask yourself: will they engage in your cause?
- While there is more wealth available for giving, we are seeing a polarization of income and poverty is not going away.
- People are experiencing more life course changes. More wealth means more space for self-fulfillment, and people want involvement.
- We are fishing in the same pond. Educate yourself as to new donors.

AFP Greater Toronto  
Chapter  
10<sup>th</sup> Annual Congress

This year, Congress was planned to perfection, and we are indebted to the Education Committee and a full line-up of top notch speakers who shared their expertise with the 730 delegates in attendance at the event.

Mark Climie, CFRE, Chair of Congress 2004, surrounded himself with a dedicated committee. They are to be praised for a job well done.

Thank you to:

Roger Ali, CFRE  
Zak Bailey  
Joanne Brophy  
Yves Gadler, CFRE  
Neil Gallaford  
Sharilyn Hale, CFRE  
Gay Harper, CFRE  
Shannon Hickey, CFRE  
Alanna Jones, CFRE  
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Allen Stern  
Sonya Swiridjuk, CFRE  
Mary Beth Taylor, CFRE  
Steve Thomas, CFRE  
Barbara Track, CFRE  
Lisa Urbanic, CFRE  
Mathew Warszawski  
Ken Wyman, CFRE

- We are using the same offers. As a sector, we are quick to plagiarize and have become prisoners of our own vocabulary. Stop using the “jargon.”
- Don’t become a relationship fundraising abuser; do more to connect because we are not delivering relationships well enough. Recognize that family and community life is changing, and this affects your relationships with donors too.
- Develop a strategy, use it and let it be meaningful.
- Use the “donor iceberg” model, where what you see above the water line is stakeholder focused, integrated and owned, while the section underneath the waterline (and its bulk), features the vision and mission.
- Focus on your existing donors, and seek out what they can offer. It will be one of four things: goods, money, time or voice/influence.
- Communicate with younger donors, and embrace the multi-media, multi-channel, multi-sensory digital world. New media is the best way to get one-to-one with donors.
- If we are going to do the creative stuff, we have to take it further than ever before.

Finally, Elisher stressed, “ask yourself what can we do specifically today to improve results?” and tell yourself “we need to love risk and we need to push.”

## Chapter News & Developments

**Reserve Your 2005 Ad in the National Post and Save:** The AFP is partnering with the *National Post* again in 2005 to produce a special supplement celebrating National Philanthropy Day on November 15th, 2005.

**Satellite Lunches Are Returning to Hamilton in 2005:** Three separate AFP professional development luncheons will be presented in Hamilton at Dundurn Castle on February 22nd, April 19th and June 21st, 2005. The line-up of speakers is almost complete and the details will be circulated by e-mail and on our website as soon as the arrangements are finalized.

**Exciting Workshops Planned for 2005:** The Education Committee is presently finalizing the six presenters who will address various topics at monthly workshops planned for the months of January through to July. The 2½-hour workshops will take place prior to the monthly luncheons at the YMCA.

**Congress Winner Announced:** Jillian Gibson, Director of Development, Queen’s College Foundation, Nassau, Bahamas was the winner of the complimentary registration to AFP Congress 2004. The draw was to be held after Stephen Lewis’s presentation but with the buzz in the air it was decided it was not the appropriate time to make a draw. The AFP Chapter staff drew when they returned to the office and Jillian’s name was drawn.

**Congress Handouts Now Online:** Some of the Congress 2004 speakers have given us permission to post their handouts on the Chapter website. Visit [www.afptoronto.org](http://www.afptoronto.org) to view them.

**Board Nominations Sought:** If you’d like to be considered for a position on the AFP Greater Toronto Chapter Board, please fill in the form you received by e-mail. The application deadline is Friday, January 21st, 2005. Any questions can be forwarded to Rob Peacock, Chair, Nominating Committee at 416-586-1577 or Cynthia Quigley, AFP Greater Toronto Chapter at 416-941-9212.



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

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Communications  
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Stephen Thomas  
TD Financial Group  
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Wyers Direct Inc.

Every Member Campaign Exceeds Goal: Congratulations to the members of the Chapter who gave generously this year. We exceeded our goal of \$28,000. If you have not yet done so, we encourage everyone to send in their pledges. You can either contact Cynthia Quigley at the Greater Toronto Chapter office at 416-941-9212 or Tami Mallette in Ottawa at 613-236-0658. Either person can accept pledge payments.

AFP Member Benefit-AFP's Code of Ethics and the Ethics Committee: One of the top reasons members join AFP is its Code of Ethical Principles and Standards of Professional Practice (the Code), but many may not realize the benefits that come with abiding by a code that is enforced. See more online at: [http://www.afpnet.org/tier3\\_cd.cfm?folder\\_id=889&content\\_item\\_id=18973](http://www.afpnet.org/tier3_cd.cfm?folder_id=889&content_item_id=18973)

Industry Canada Proposes a Do-Not-Call List: The Honourable David L. Emerson, Minister of Industry, announced last week the introduction of legislation to create a federal Do-Not-Call List. See more online at: [http://www.afpnet.org/tier3\\_cd.cfm?folder\\_id=2486&content\\_item\\_id=19149](http://www.afpnet.org/tier3_cd.cfm?folder_id=2486&content_item_id=19149)

The 2005 Philanthropy Awards Luncheon Moves to a New Date: It was recently decided that the AFP Greater Toronto Chapter's Annual Philanthropy Awards Luncheon should be held on the same day as National Philanthropy Day, so this year, the event will take place at the Metro Toronto Convention Centre on November 15<sup>th</sup>, 2005.

If you were inspired by the remarks made by our 2004 Award Recipients, Patrick and Barbara Keenan, Miles Nadal and Anne Moore, CFRE, they have given us permission to post transcripts of their speeches on the Chapter's website. Visit [www.afptoronto.org](http://www.afptoronto.org) to view their comments.

New AFP Greater Toronto Chapter Awards Announced: Three new awards for 2005 have been added to the existing Outstanding Philanthropist, Outstanding Volunteer and Outstanding Fundraising Executive Awards:

The Outstanding Corporate Award: This award was established to recognize a corporation or a corporate foundation that demonstrates an outstanding commitment through financial support, and the encouragement and motivation of others, to take leadership roles towards philanthropy and community involvement.

The Outstanding Foundation or Philanthropic Group: This award was established to recognize a foundation or philanthropic group that demonstrates outstanding commitment through financial support, and through encouragement and motivation of others, to take leadership roles toward philanthropy and national, international and/or local community involvement.

The Youth in Philanthropy Award: This award was established to recognize outstanding volunteerism on the part of children and youth. One of AFP's central roles is to broaden the public's awareness of the value of philanthropy. Additionally, it is viewed as our responsibility to nurture coming generations of volunteers, donors and professionals in the voluntary sector. We hope to serve both aims by establishing this award, while providing recognition to the efforts of youth, 5 to 23 years of age who are involved in philanthropic activities. This award will be presented annually, at the discretion of the Board of Directors of AFP Greater Toronto Chapter.

The criteria and forms for these 6 awards, along with the AFP New Fundraising Professional will be e-mailed and posted on the AFP Greater Toronto Chapter's website in January 2005.