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SUMMER 2005

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 173 Chapters throughout the United States, Canada, Mexico and China, and works to advance philanthropy through advocacy, research, ethical standards, education and certification.

In the Eye of the Fundraising Storm

“Red Cross Tsunami Appeal—in the Eye of the Fundraising Storm” documented one of the most compelling fundraising stories of the year, as presented by Diana Borowski, Director of Fund Development and Pamela Davie, Communications Manager with the Canadian Red Cross, Ontario Division.

Delegates attending the AFP Fundraising Day 2005 luncheon on June 8th, were given an insider’s look at what really happened behind the scenes in the Fundraising and Communication departments during the intense days and weeks following the event. It is an inspiring story about a compassionate and well-run organization that mobilized and delivered \$70 million in emergency aid and relief and \$130+ million to reconstruct and rehabilitate tsunami disaster zones within a relatively short period of time.

The disaster struck late in December 2004. A sobering list of disaster statistics was quoted early on in the presentation: 295,000 dead, 8,000 missing, and 2 million people displaced. By the time the full impact of the tsunami was realized worldwide, the Canadian Red Cross had mobilized 20 operations on site, and by day five had ramped up to 200 operations in affected areas. First off the mark were emergency relief units, which are self sustainable, portable units capable of providing temporary hospital facilities. Other services included water and sanitation services (purifying 200,000 litres of water per day in some cases), telecommunications, health clinics and family hygiene kits.

In Canada, forty-four Red Cross office locations opened immediately, despite the Christmas holidays, within week one. Red Cross fundraising staff worked extended hours, weekends, and considerable overtime. Staff were called back from vacation, and a branch office in Thunder Bay reported that employees were wearing parkas, since the front door never seemed to shut all day long, as community members hand-delivered their donations.

Internal operations held up under pressure, while real time solutions were quickly developed in the days following the disaster. Naturally, the organization was forced to change its methods for handling the rapid influx of donations, and admitted that it was happening so fast, they rarely had time to read the small print on contracts with suppliers.

This happened in tandem with the media storm that descended on Red Cross operations. Aside from the human tragedy and interest stories emerging from the frontlines on the other side of the world, the massive efforts related to data processing here at home were in the spotlight. How this was all being handled was a hot story, and Borowski and her team experienced the truest test of their operations, as members of the media camped out onsite, inadvertently scrutinizing their operations. Not content to take an idle role, members of the media joined hundreds of others who had arrived to donate, but later stayed on to volunteer and roll coins.

AFP Calendar

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

Audioconference

Wed., August 10th

12:30-2:30 pm

Topic: How To Engage Your CEO in Fundraising

Speaker: Glenn H. Tecker, President and CEO of Tecker Consultants

Audioconference

Thursday, Sept. 8th

12:30-2:30 pm

Topic: Endowment

Fundraising: What Exactly Are We Afraid Of?

Speaker: Jill A. Pranger, CFRE

September Workshop

Tuesday, Sept. 20th

9 am-11:30 am

Topic: The Development Plan

Speaker: Mo Davies, CFRE

September Luncheon

Tuesday, Sept. 20th

Time: Noon - 1:30 pm

Topic: Affinity Luncheon (Topics & Hosts TBD)

York Region & Simcoe County

Satellite Workshop/
Luncheon

Wednesday, Sept. 28th

9:30 am- 1 pm

Topic: Recruiting Great Committee Volunteers ...and Keeping Them!

Speaker: Jennifer Stewart, CFRE

Location: Glenway Country Club in Newmarket

The federal government's matching gift announcement boosted their efforts and raised another \$50 million for the organization. The campaign broke a number of previously held records as they received their largest individual gift of \$5 million, and after only their second year online, celebrated \$1 million raised (unaware that half of all web-based donations would ultimately originate in Ontario and top out at \$41.3 million.) At one point, online donations were generating a staggering \$39,000 per minute and generated web traffic comparable to that of the busiest business website in the world. The end result of all this activity was that 25% of donations would be made online and Ontarians would eventually contribute \$62 million via the worldwide web. Altogether, 2 million Canadian donors responded to the campaign.

All of this activity was packed into a two to three week period as the bulk of donations was raised before January 11th. Once the "eye of the storm" passed them by, they immediately turned their attention towards the impact of this campaign upon other fundraising efforts, evaluating fund development staff's newly increased workload, and progressed with plans for direct mail, the lottery and special events. What suffered most was staff energy levels, the lack of planning time, and a not surprising slowdown of donor response in other areas.

As Communications Manager, Pamela Davie worked very closely with Diana Borowski. The holiday timing of this event illustrated the need to be well-prepared, she stressed. Internal communications and operation procedures were crucially important in the first few days as staff, donors and volunteers sought information. They needed to give the same message to thousands of donors, hundreds of staff members and volunteers nationwide. The organization's national intranet became a crucial part of that effort, as desktops were set-up with intranet icons, a Q & A section, and key messages. E-mail was too cumbersome and not timely enough as vital information could be updated frequently online.

The Canadian Red Cross was first on the scene and locked in media attention to their organization. They credit their success to a number of factors: they mobilized spokespeople almost immediately, they made efforts to communicate with key stakeholders like ethno-cultural groups, embassies, elected officials, and booked press conferences with key figures, like Toronto's Mayor and Police Chief. Their messages were consistent and clear, internal staff and key stakeholders were informed; they were accountable and transparent. All of these efforts helped them secure 42% of all media coverage related to the disaster and relief efforts.

The Canadian Red Cross is still there, and intends to be there for a total of ten years, to help the victims rebuild their communities and livelihoods. Davie, who spent time visiting the operations in Sri Lanka, reported that the psychological impact on the survivors is high and that efforts are being made to help survivors heal. She witnessed a shopkeeper putting out his wares for sale, yet another sign of people's resiliency in the face of great loss, but a small sign of encouragement as survivors struggled to resume their normal patterns of life.

National & International News

Funding Available for Canadian Volunteer Research: Imagine Canada, formerly the Canadian Centre for Philanthropy, has announced funding opportunities for nonprofit and charitable organizations to conduct research on volunteering and volunteerism. Read more online at:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2545&content_item_id=21290



Mark the Date:
AFP Greater Toronto
Chapter presents
“Congress 2005:
Extreme Makeover”

November 29 -
December 2, 2005
at the Metro Toronto
Convention Centre

This year the Congress
Committee is introducing a
one-day Management
Academy and a Bachelor's
Track to compliment the
Master's and Ph.D. Tracks.
Details will follow in an early
September mailing.

We acknowledge the generous
support of our Fundraising Day
Sponsors, held in June 2005:

- ~Blakely Epton & Associates Inc.
- ~Bradford Direct Inc.
- ~Georgian College
- ~JMG Solutions Inc.
- ~Ketchum Canada Inc.
- ~MINERVA
- ~RBR Development Associates
Ltd.
- ~Rennick, Hoppe & Associates
- ~SIRIS Solutions Group
- ~The Dianne Lister Group
- ~The Offord Group
- ~The Responsive
Marketing Group Inc.
- ~Wyers Direct Inc.

Canadian Charitable Giving Rises by 7% in 2004: Canadian charities saw their fundraising revenue increase by more than 7% in 2004, according to the final report of the *State of Fundraising 2004* survey issued by the AFP. Read more online at:

http://www.afpnet.org/tier3_cd.cfm?folder_id=887&content_item_id=21488

New Project to Raise Awareness of Charitable Sector: Eight organizations in Canada are collaborating on a new project over the next two years to raise awareness of the country's voluntary and charitable sector. Read more online at:

http://www.afpnet.org/tier3_cd.cfm?folder_id=2545&content_item_id=21112

BequestGuide.org Launched: “BequestGuide.org is a practical, navigational guide to the world of charitable bequests,” said founder Natasha van Bentum, CFRE, Development Director at the Victoria Symphony. The site was designed especially for front-line practitioners and will serve as a resource for professional fundraisers specializing in gift planning, estate administrators and trust officers, and financial advisors and allied professionals. Visit it online at:

<http://www.bequestguide.org>

Chapter News & Developments

AFP Fundraising Day 2005 Report: The Fundraising Day Committee, co-chaired by Tania Little, CFRE and Guy Laporte, CFRE, did a terrific job producing another successful Fundraising Day 2005 on Wednesday, June 8th. Twenty-one presenters, representing a wide spectrum of experience, provided the “gold standard of excellence” in professional training to fundraisers. Many of the speaker handouts are posted on the www.afptoronto.org website.

2005 CFRE Exam Fall Study Groups: Thinking of taking the December 3rd CFRE Examination? Want to join a dynamic weekly study group to help you prepare? The AFP Greater Toronto Chapter will be organizing a ten-week study group starting in September and ending one week prior to Congress. Groups are self-led and normally meet weekly from 5:30-7:30 pm in a central location accessible by subway. Participants share information on their exam preparation, useful reading materials, and their collective experience. If you are interested in the CFRE Study Group, please e-mail Cynthia Quigley at cquigley@afptoronto.org or call the Chapter office at 416-941-9212.

Please also note that AFP will accept printouts from the AFP Career Planner for the education portion of its application, which can be accessed online at: http://www.afpnet.org/tier3_cd.cfm?folder_id=2545&content_item_id=21290

AFP Mentor Partnership Program: If you are interested in receiving a form to apply as a partner or mentor, please contact the AFP Greater Toronto Chapter office. A partner is a fundraising professional with three years or less experience and a member in good standing of AFP Greater Toronto Chapter. A mentor is a senior professional with a minimum of six years of fundraising experience and a member in good standing of AFP Greater Toronto Chapter. The mentor is expected to introduce the partner to the resources available in the community and encourage their attendance at Chapter functions. Advice will be limited to career advice, and subjects specific to the fundraising needs of the charitable organization with which the partner is associated. Please contact Cynthia Quigley at 416-941-9212 or e-mail: cquigley@afptoronto.org for more information.