

# FUNDRAISING IS **AWESOME**



# INTRODUCTION

Fundraising professionals have uniquely awesome jobs. They enable social good and have the rare opportunity to do impactful work that can change the world in real and meaningful ways.

Simply put,  
fundraising is awesome!

This document is meant to be a primer for aspiring fundraisers and experienced fundraising professionals in Canada. It provides an overview of the impact of fundraisers' contributions and offers insights about job satisfaction and the growing demand for talented fundraising professionals. Finally, it highlights some of the many resources and educational opportunities to help fundraising professionals in their career journeys.

For those in the profession, fundraising is more than just a job. In the words of Jessica, a fundraiser in Kitchener, Ontario:

*"I am a fundraiser because I want to live my values. Since we spend the majority of our time awake at work, I knew my career needed to make a positive impact on the world. What better way to do that than to raise money for good causes?"*

Jessica Wroblewski, MPNL, CFRE

## QUICK FACTS

Canadians are generous. Canada ranks third in the world for levels of individual giving (Lasby and Barr, 2017) with the Canadian charitable and nonprofit sector serving communities from coast-to-coast. Fundraisers are on the front lines, transforming that generosity into impact. The sector, made up of registered charities and nonprofit organizations, is a key driver of Canada's economy. Working in the sector means you play a role in:

- **The 2nd largest charitable and nonprofit sector in the world\***
- **A sector that employs 2 million Canadians at more than 170,000 nonprofits and charities\***
- **Approximately \$18.5 billion in donations received by Canadian charities in 2014 alone\*\***
- **8.1% of gross domestic product, exceeding the oil and gas or finance industries\***
- **An annual contribution to the Canadian economy of over \$150 billion\***

Charitable revenue from Canadian households and businesses makes an essential contribution to the sector's ability to facilitate social change both at home and abroad, meeting needs that government cannot. Behind every donation is compassion: a whopping 96 per cent of Canadian donors give because they want to help those in need (AFP Foundation for Philanthropy – Canada, 2017).

Fundraisers play a critical role in Canada's charitable sector. The majority of Canadians donate only when approached to do so (AFP Foundation for Philanthropy – Canada, 2017) which means that asking does indeed matter. According to data from charitable tax filings, charities reported \$21.49 billion in fundraising revenue in 2014 (KCI, 2017). More Canadians are choosing to make donations today than in 2015, with growth particularly seen among millennials aged 25-34 - those building and growing their careers (AFP Foundation for Philanthropy – Canada, 2017). **Without fundraisers, charities would have far less capacity to achieve their missions.**

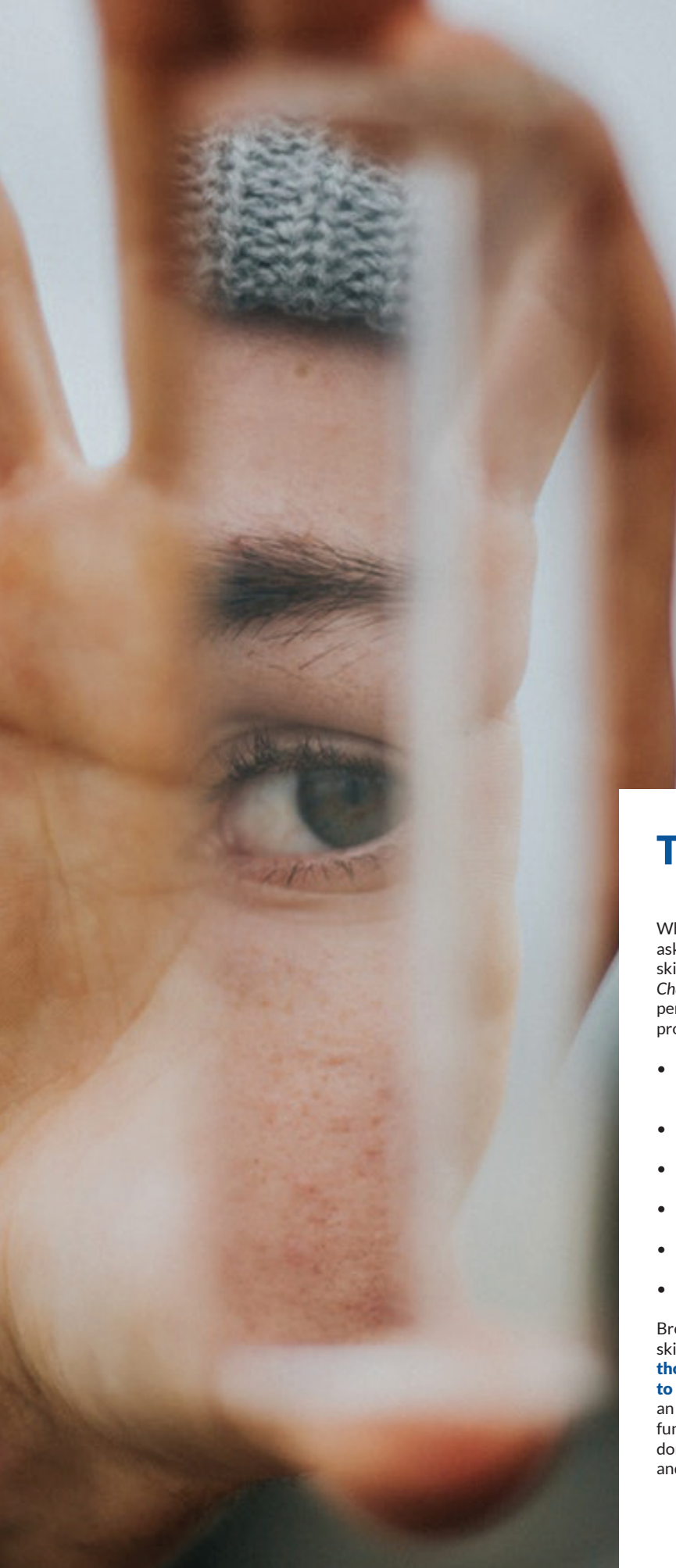
79% of Canadians trust charities (Muttart Foundation, 2013), and place more confidence in the charitable sector than in both the private and public sectors (AFP Foundation for Philanthropy – Canada, 2017). 93% of Canadians think charities do important work, and 88% believe that charities improve the quality of life in Canada (Muttart Foundation, 2013). **The work of professionals in carrying out ethical fundraising is essential to building and maintaining the trust that underpins the sector.**

\*Imagine Canada, Sector Stats

\*\* Imagine Canada and the Rideau Hall Foundation, Thirty Years of Giving







## TRAITS OF A FUNDRAISER

When it comes to fundraising, asking matters - and so do the people asking. Dr. Beth Breeze, who has studied both the social and technical skills of fundraisers, published *The New Fundraisers: Who Organizes Charitable Giving in Contemporary Society?* in 2017. Her research on the personal characteristics of fundraisers in the U.K. reveals that those in the profession:

- are emotionally intelligent, which includes having high levels of self-awareness, the ability to regulate emotions, being highly motivated and exhibiting high levels of empathy.
- can read people and situations, understand body language and “hear the unsaid.”
- are experts in reciprocity. They enjoy gift-giving and are far more likely to donate blood than the general population.
- are enablers or scene-setters rather than visible leaders seeking recognition.
- are not egotistical, preferring to save the plaques for donors, not the askers.
- are appreciation experts.

Breeze’s research focuses primarily on major gift fundraisers, who are skilled in and thrive on one-on-one interactions with donors. **Importantly though, the profession draws a variety of personalities: from introverts to extroverts and everyone in-between.** For every personality, there is an aspect of fundraising that might draw you in: planning multi-channel fundraising appeals, organizing mass participation events, writing skillful, donor-focused communications, managing back-end donor databases, and developing effective long-term stewardship strategies.

# WHY BECOME A FUNDRAISER?

## IMPACT

**The world is a better place because of fundraisers, plain and simple.** Fundraisers inspire Canadians to give every single day, sometimes blaring from the front pages of the newspaper, but more frequently in the background, blending into the fabric of everyday life. The impact of philanthropy is all around us, including but not limited to:

- **fostering more inclusive and stable communities through social services and housing**
- **enhancing health and care through hospitals and health charities**
- **emergency relief and ongoing development in times of natural or human-created disasters**
- **enriching society through art, religion, education and culture**
- **creating opportunity and brighter futures through education and environmental protection**

Philanthropy is a way for people to connect to their core values, and fundraising is a critical part of the philanthropic process. Fundraisers are the link between Canadians and the causes they care about, helping Canadians engage with their neighbours, their community and their society.

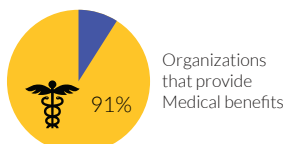
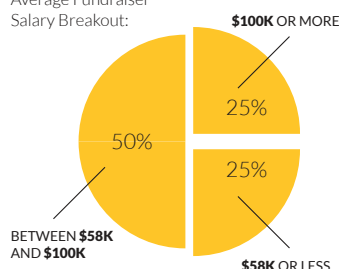
Visit <https://bit.ly/2PqLMuy> for a 2018 AFP video that underscores the incredible change being made around the world, thanks to the powerful combination of donors, fundraisers and charities creating lasting change and meaningful impact.

## COMPENSATION

Knowing your earning potential is an important factor in choosing any career. So how much can you expect to earn as a fundraiser? Not unexpectedly, experience and geography play a key role. The 2017 AFP Compensation and Benefits Report captured data from 441 Canadian respondents. The statistics paint a picture of compensation and benefits today from this subset of fundraisers.

The survey findings are a representative sample and may differ depending on, among other things, charity size. One of AFP's roles is to be an advocate for fundraisers everywhere. **By increasing trust, respect and enthusiasm for the profession, AFP aspires to see competitive salaries, comprehensive benefits and career growth for each and every fundraiser in the charitable sector.**

Average Fundraiser Salary Breakout:



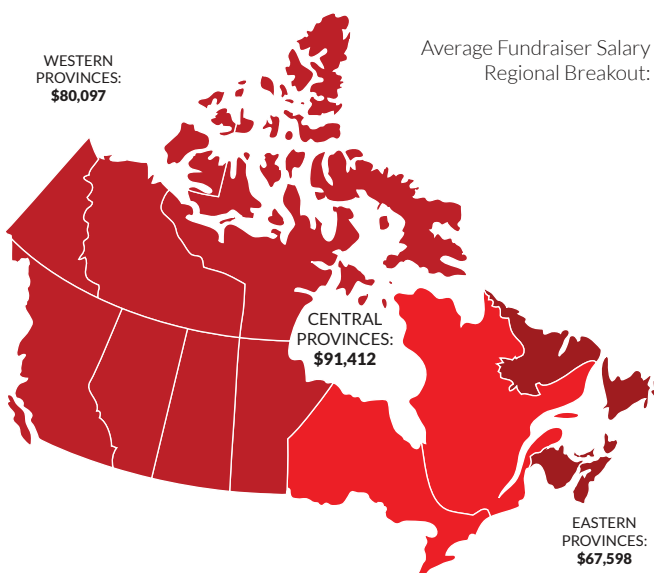
## JOB SATISFACTION

You can conclude from the 2017 AFP Compensation and Benefits Report that fundraising is a very fulfilling profession. In addition to creating meaningful change in communities around the world, fundraisers are employed by progressive organizations that recognize that a job is more than just a pay cheque.

2,800 fundraising professionals ranked a number of factors affecting job satisfaction from 1 (very dissatisfied) to 5 (very satisfied). Factors that scored 4 and above:

ALIGNMENT OF MY INTERESTS WITH THE ORGANIZATION	4.57
RELATIONS WITH OTHER VOLUNTEERS	4.48
RELATIONS WITH CO-WORKERS	4.48
RESPECT FROM COMMUNITY MEMBERS	4.46
ALIGNMENT OF JOB WITH MY WORK SKILLS AND EXPERTISE	4.46
VARIETY OF WORK	4.41
AUTONOMY IN DOING MY WORK	4.34
THE SCHEDULE OF MY WORKING HOURS	4.32
RELATIONS WITH SUPERVISORS	4.30
MY FUNDRAISING CAREER OVERALL	4.25
JOB SECURITY	4.15
RELATIONS WITH BOARD MEMBERS	4.15
ABILITY TO BALANCE WORK WITH MY PERSONAL LIFE	4.10

The survey also highlighted that about half (49%) plan to serve in their present position indefinitely, a sign of satisfaction for both the profession and the organizations that employ them.



The average salary for Canadian fundraisers compared to the average Canadian salary\*

FUNDRAISER SALARY (\$88,588)
AVERAGE CANADIAN SALARY (\$51,000)

\*Workopolis, 2017





## THE ASSOCIATION OF FUNDRAISING PROFESSIONALS

Asking for charitable contributions is about giving people opportunities to act on their values (Sprinkel Grace, 2005) and contribute to their communities in ways that are meaningful to them. There is a well-documented link between asking for and securing charitable contributions. In fact, the power of the ask in fundraising has been effectively demonstrated in experimental studies: it not only increases the probability of donating, but also the amount that people donate (Science of Philanthropy Initiative, n.d.).

**This powerful insight—that asking matters—was recognized in 1960 with the founding of the Association of Fundraising Professionals. Today, there are 31,000 AFP members in more than 240 chapters around the globe.**

AFP works to advance philanthropy through advocacy, research, education and certification programs. The Association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

Since inception, the Association of Fundraising Professionals (AFP) has inspired global change and supported efforts that have generated over \$1 trillion. AFP's members raise over \$100 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world.



## AFP IN CANADA

In 2017, AFP's presence in Canada was strengthened with the formation of AFP Canada, with its own board and leadership. There are currently 20 chapters boasting 3,500 members from coast-to-coast.

**AFP Canada's role is to:**

- support the growth and development of networks of fundraisers in Canada;
- provide information and resources to enable fundraisers to develop in their profession;
- establish the ethical framework that allows fundraisers to make an impact in Canadian society;
- promote philanthropy and fundraising the public arena.

The philanthropic arm of AFP, the AFP Foundation for Philanthropy - Canada, supports many programs and services through its fundraising efforts. This includes research and funding new initiatives that bring new and diverse talent to the profession.

**In its strategic plan, AFP in Canada has committed to:**

- **reflect a diverse and inclusive community, evolving and enhancing national influence and mission impact.**
- **act as the voice of the profession in Canada and provide leadership to ensure that the voice is cohesive and informed.**
- **advance social good by empowering members, engaging decision-makers, leveraging donors and funders, and mobilizing our networks.**
- **champion education, training, and information resources for fundraising professionals to succeed in all stages of their careers.**
- **deliver value to AFP members, chapters, boards, and staff.**
- **strengthen capacity through top-notch services and investing in revenue generation for long-term financial sustainability and capacity-building.**



# A REWARDING CAREER

What makes the fundraising profession so awesome? AFP members from across the country provide their perspective.



*"As a fundraiser, I am helping to turn the vision for my organization into a reality."*

Rickesh Lakhani,  
Toronto, Ontario

*"We help charities build sustainable, and profitable annual giving programs. These programs feed some amazing missions, from curing cancers, to helping those with Alzheimer's disease, to funding higher education, I love knowing that my work really does have an impact."*

Paula Attfield,  
Toronto, Ontario



*"Nothing could have prepared me for the intense joy and appreciation I feel each day by giving to students in need."*

Lesley Mansfield,  
Burlington, Ontario



*"Being a fundraiser is the most extraordinary way to make the world a better place. Connecting people who want to make the world better with those who can make it happen is an amazing, selfless way to live."*

Bill Pratt,  
Regina, Saskatchewan



*"It is not an easy profession and is not one that will necessarily make you wealthy, but if you work for a cause you care about there are few things that are more rewarding and fulfilling."*

Leanne Scott,  
Montreal, Quebec

*"Even if I won the lottery, I would still do this. That's how awesome it is being a fundraiser!"*

Caroline Riseboro,  
Toronto, Ontario



*"I know I've have an impact as a fundraiser when I see the smile on a donor's face when they have been able to make healthcare better in their community. Also, the smiles of hospital staff, from porters to doctors, when they receive a new piece of equipment which will make theirs and their patients' experiences better in the long run."*

Alison Clements,  
Bridgewater, Nova Scotia







## THE FUTURE OF FUNDRAISING IS YOU

The charitable sector is growing rapidly and experiencing significant change driven by shifts in culture, politics, technology and demographics. The impact could be seismic. We need diverse talent to navigate this change and guide the growth of the profession.

The charitable sector will always be a major component of Canada's economy, providing employment to millions and facilitating social good in every corner of the country. You can make a choice to join the sector and be the change you've always wanted to see.

**The future of fundraising rests with the next generation of leaders and agents of social change. Perhaps that's you - your talents, background and skill may be exactly what is needed to tackle society's greatest challenges.**



# CONNECTING WITH AFP

For more information about AFP and any resource listed below, check out [AFP Canada's webpage](#) and connect with your local chapter.

- **Join AFP and Volunteer with your Local Chapter:**  
To gain access to AFP's expansive resources, you will need to join your local chapter if you're not already a member. AFP is fuelled by volunteers and offers a fantastic opportunity for networking.
- **AFP Local Chapter Events**  
Every Chapter within AFP Canada has its own calendar of events. These events provide incredible opportunity to learn and meet others in the field. Events include:
  - Congress
  - Fundraising Day
  - AGM & President's Reception
  - Ethics Committee Panels
  - Speaker Discovery Series
  - Breakfast Workshops
  - Networking Events
  - Webinars
- **AFP Educational Programs**  
The Association of Fundraising Professionals offers a selection of courses that will continue to enrich your understanding of fundraising in Canada. For more information, visit: <https://afpglobal.org/professional-development>
- **AFP Mentoring**  
AFP facilitates a mentoring program for its newer members to grow professionally with guidance from a seasoned fundraiser. For more information, visit: <https://afpglobal.org/mentorship>
- **AFP Fellowship Program**  
The Foundation for Philanthropy offers Canadian fundraising professionals the opportunity to develop their knowledge and skills in fundraising. For more information, visit: <https://afpglobal.org/afp-foundation-philanthropy-canada>

Additionally, The Fellowship in Inclusion and Philanthropy Program provides dedicated support to emerging non-profit professionals from across Canada, representing a wide range of cultural backgrounds and interests. For more information, visit: <http://www.afpinclusivegiving.ca/about-the-program>

# PROFESSIONAL DEVELOPMENT AND EDUCATIONAL RESOURCES

## • Certified Fund Raising Executive (CFRE) Accreditation

Founded in 2001, CFRE International is an independent nonprofit organization whose sole mission is dedicated to setting standards in philanthropy through a valid and reliable certification process for fundraising professionals.

Many senior fundraising professionals strive to attain this accreditation to demonstrate their dedication to, and extensive experience within, the field of fundraising. One can attain a CFRE designation through demonstrating a combination of educational, professional practice and performance achievements. For more information, visit: <http://www.cfre.org>

## • Certificate & College Diploma Programs

- [Algonquin College: Certificate in Fundraising Management](#)
- [British Columbia Institute of Technology \(BCIT\): Fundraising Management Certificate Program](#)
- [Canadian Society of Association Executives: Certified Association Executive \(CAE®\) Accreditation Program](#)
- [Fanshawe College: Fundraising Certificate](#)
- [George Brown College: Fundraising Certificate](#)
- [Georgian College: Fundraising & Resource Development Program](#)
- [Humber College: Fundraising Post-Graduate Certificate](#)
- [Mount Royal University Faculty of Continuing Education: Nonprofit Management Certificate](#)
- [Ryerson University: Certificate in Fundraising Management](#)
- [Ryerson University: Nonprofit and Voluntary Sector Management](#)
- [Ryerson University: The G. Raymond Chang School of Continuing Education: Sustainability Management & Enterprise Process Excellence](#)
- [Seneca College: Fundraising Management Certificate](#)
- [Simon Fraser University: Nonprofit Management Certificate \(online\)](#)
- [University of Toronto School of Continuing Studies: Certificate in Non-Profit Leadership for Impact](#)
- [Western University Continuing Studies: Not-for-Profit Management Certificate Program](#)
- [Western University Continuing Studies: Not-for-Profit Management Diploma Program](#)
- [Université de Montréal: Certificat en gestion philanthropique](#)

## • Undergraduate Degrees

- [Brescia College: Nonprofit Management Undergraduate Degree](#)
- [Kwantlen Polytechnic University: NGO & Nonprofit Studies](#)
- [Tyndale University College: Bachelor of Arts in Business Administration/International Development](#)

## • Master's Degrees

- [Carleton University: Philanthropy & Nonprofit Leadership \(Master's and Diploma programs\)](#)
- [Carleton University, Sprott School of Business: Sprott MBA International Development Management](#)
- [University of Toronto Faculty of Law: Global Professional Master of Laws Program \(Law of Leadership concentration\)](#)
- [University of Victoria: Master of Arts in Community Development](#)
- [Schulich School of Business: Social Sector Management Program](#)

Educational program listings adapted from Charity Village.



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