

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day
November 5, 2021

Celebrate Philanthropy

VIRTUAL
EVENT
PROGRAM



Congratulations

to all of the award winners.

Thank you for celebrating *abilities* and creating a stronger, more inclusive community.



Achieving More Together



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Kristin Cook
Trillium Health

Isha Torres
AFPGV Chapter Administrator

Stephanie Buchbinder
Our Lady of Mercy School for Young Women

Joel Elliot
St. Joseph's Neighborhood Center

2021 National Philanthropy Day

TODAY'S CELEBRATION

Friday, November 5, 2021 – Noon to 1:00 PM

Emcee

Danielle Abramson
WXXI Public Broadcasting

Welcome and President's Remarks

Jillian Carter
Heritage Christian Services

Announcement of Karen M. Gaffney Scholarship Winner

Jillian Carter

A Message of Thanks from the NPD Co-Chairs

Mia Cannon, CFRE
Rochester Regional Health Foundation

Tricia Marsherall
Marsherall Partners Consulting Services

Presentation of Awards

Danielle Abramson

Closing Remarks

Danielle Abramson



This year National Philanthropy Day in Rochester celebrates 23 years!
This day provides an opportunity to reflect on the meaning of giving and all that it has made possible. NPD celebrates the endless daily contributions individuals and organizations across the world make to countless causes and missions.

Congratulations to our honorees!

OUTSTANDING CORPORATION

Paychex

OUTSTANDING SMALL BUSINESS

Upstate Special Needs Planning

OUTSTANDING FOUNDATION

Max and Marian Farash Charitable Foundation

OUTSTANDING PHILANTHROPIST

Wayne Holly

BURTON S. AUGUST, SR. AWARD FOR COMMUNITY LEADERSHIP

Kevin and Nancy Gavagan

MULTI-GENERATIONAL AWARD

The Hoselton Family

OUTSTANDING YOUNG PEOPLE IN PHILANTHROPY – INDIVIDUAL

Sloane Miller

OUTSTANDING YOUNG PEOPLE IN PHILANTHROPY – GROUP

Pittsford Central School District Rainbow Classic

Ways to Watch Live!

- Spectrum cable channel 1301 in the City of the Rochester
- Live Stream: www.rctvmediacenter.org/watch
- The AFPGV website: www.afpgv.org
- Facebook Live: www.facebook.com/AFPGV
- RCTV's SmartTV app for Roku, AppleTV, etc.

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rochester.edu/advancement/careers-home



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Outstanding Corporation

Paychex

This award honors a corporation with more than \$5M in annual revenue or its corporate foundation that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles toward philanthropy and community involvement.

Headquartered here in Rochester, Paychex serves over 600,000 clients in the U.S. and Europe. With 16,000 employees, Paychex is able to leverage that human capital into a tremendous philanthropic impact in the local community.

Paychex supports the United Way, American Heart Association, Catholic Family Center, American Cancer Society, Make-a-Wish Foundation, Fisher House Foundation, Boy Scouts of America, Ronald McDonald House, and many more. In 2020, Paychex and employees collectively raised an all-time high of \$1,120,000, including nearly \$895,000 from employees, a \$200,000 corporate match from the Paychex Charitable Foundation, and a \$25,000 gift to United Ways across the country. This includes \$250,000 toward the Community Crisis Fund to help the United Way of Greater Rochester and the Finger Lakes serve those struggling with COVID-19 challenges.

PAYCHEX[®]

need a new idea for your next fundraiser ?

The Caring Music Group is a charitable organization that produces original musical fundraising events.

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you take home all the money...there is no fee to us!




Music with Purpose

Your next fundraiser may be an email away!

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Outstanding Small Business

Upstate Special Needs Planning

This award honors a small business with less than \$5M in annual revenue that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles in philanthropy and community involvement.

Upstate Special Needs Planning (USNP) is a comprehensive financial planning team who specializes in working with families who are caring for an individual with intellectual or developmental disabilities, mental health issues, or Traumatic Brain Injury (TBI).

USNP believes in the core values of integrity, excellence, and commitment to the community. Their team makes it their mission to get involved through volunteering, connecting community members to nonprofit volunteerism, and investing in the community through donations and sponsorships.

USNP has long standing relationships with many local agencies, including the YMCA of Greater Rochester, Villa of Hope, WXXI Public Media, and the Rochester Museum and Science Center. Co-founder Nicole VanGorder serves on several charitable boards and encourages her staff to get involved with local nonprofits. They have organized events, and held suit and book drives in support of the YMCA. Ms. VanGorder also works to cultivate the next generation of philanthropists by recruiting and mentoring young professionals.



Stranger Together

AFP members are tireless advocates for nonprofit causes throughout our region, and Rochester Area Community Foundation is proud to be your partner in philanthropy.

Together, we are creating an equitable community and strengthening our region's vitality.



500 East Avenue • Rochester, NY 14607 • www.racf.org

The complex work of **CHANGING LIVES**

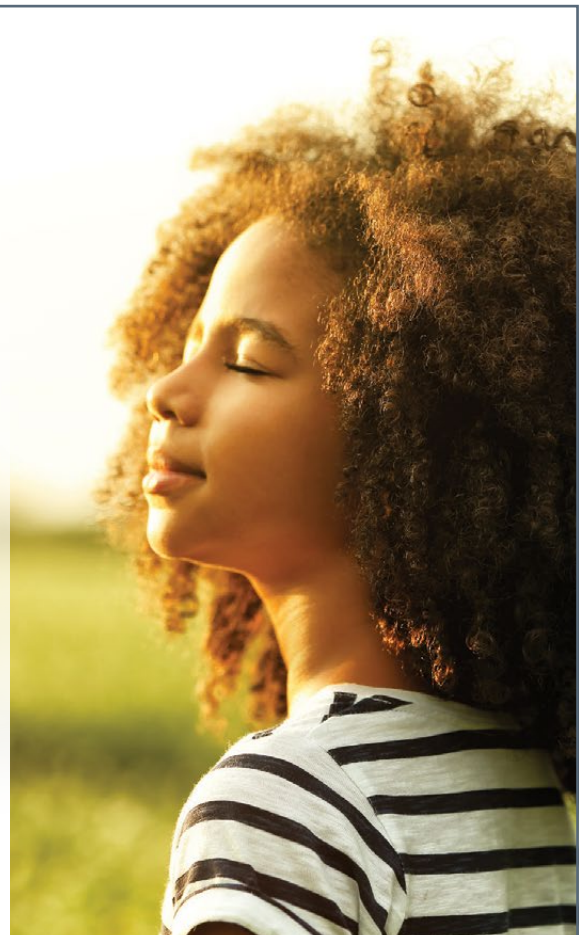
Since Hillside was founded in 1837, many things have changed—but not the painful multigenerational effects of poverty, trauma and neglect on children, families and whole communities. Hillside is dedicated to breaking that cycle through innovative programs that serve thousands of youth and families annually, and strengthen individual lives every day.

- ▶ Residential Treatment
- ▶ In-Home and Community-Based Services
- ▶ Behavioral Health and Crisis Support
- ▶ Educational and Work-Readiness Initiatives
- ▶ Family, Foster Care and Adoption Resources

Philanthropy makes our work possible. With support from individuals, corporations and foundations, Hillside can help build stronger futures for those in need.

Proud sponsor of the AFP - Genesee Valley Chapter
2021 National Philanthropy Day.

Congratulations to this year's honorees!



Outstanding Foundation Award

Max and Marian Farash Charitable Foundation

This award honors a private or family foundation that has a demonstrated record of generosity through direct financial support and motivation of individuals and/or organizations to play leading roles in supporting the needs and priorities of our community and beyond.

Since 1988, the Max and Marian Farash Charitable Foundation has funded organizations committed to developing new ways to solve the persistent challenges of the Greater Rochester community. This includes providing over \$3 million in COVID-19 relief grants to 47 local organizations. Funding was used for COVID relief programs, emergency funds, and Personal Protective Equipment (PPE) funds, and more. Farash's First in Family Scholarship provides opportunities for Monroe and Ontario County first-generation college students to graduate from college debt free, giving them the greatest potential for ongoing success. This innovative program addresses the challenges of families who have raised bright, conscientious children, but have never been able to afford college. To date, there have been 41 graduates, 24 students currently enrolled, and nine incoming freshmen this fall.

The impact of the Farash Foundation extends beyond this region, even stretching to rural Kenya, where in partnership with the Jewish Federation, they are focusing on improving the health of mothers and children.



ROCHESTER REGIONAL HEALTH

THE GALA

A VIRTUAL EXPERIENCE

FRIDAY, NOVEMBER 12

7 PM

TELEVISION ON
13WHAM-ABC

Benefiting Lipson Cancer Institute

THE TELEVISION EVENT FEATURES
EXCLUSIVE PERFORMANCES BY:



VANESSA WILLIAMS
acclaimed singer and actress



MATTHEW SCHULER
featured on The Voice

ROCHESTER
REGIONAL HEALTH

Congratulations

PAYCHEX

Outstanding Corporation

and

KEVIN & NANCY GAVAGAN

Burton S. August, Sr. Prize
for Community Leadership Recipients

*and all of the National Philanthropy Day
honorees for your outstanding generosity
to build a stronger region.*



United Way
of Greater Rochester
and the Finger Lakes



UnitedWayROCFLX.org

@unitedwayROCFLX

Bivona Child Advocacy Center is proud to support National Philanthropy Day!

Congratulations to
Bivona Board Member and
Outstanding Philanthropist
Wayne Holly!



Outstanding Philanthropist

Wayne Holly

This award honors an individual or family with a proven record of exceptional generosity who, through direct financial support, demonstrates outstanding civic and charitable responsibility, and whose generosity encourages others to take philanthropic leadership roles.

Wayne and Judy Holly have taken care of 58 foster children over the past 20 years. They witnessed firsthand the devastation that physical and sexual abuse can do to both children and families. In order to help more children and work towards solving the deeper issues that lead to child abuse, Wayne began volunteering on the Bivona Child Advocacy Center's program committee after attending a fundraising event in 2013. Each year since, he has deepened his support of the organization as a volunteer, as a major donor, and as a fundraiser. Wayne has held several leadership roles on Bivona's board. The Hollys are also supporters of the Villa of Hope, Prevention 1st, and many other deserving local organizations, including the United Way.



Investing in Our Community

At Manning & Napier, we care about investing for the future. For more than 50 years we've been investing for our clients to help them meet their long-term goals and provide true solutions in today's world. We're committed to serving our community and are proud to help organizations create meaningful change.

It is our great honor to support the Association of Fundraising Professionals, Genesee Valley Chapter.

MANNING
& NAPIER®

RIT

Rochester Institute of Technology congratulates all of the **2021 National Philanthropy Day** honorees for their philanthropic leadership and commitment to the Greater Rochester community.

We are particularly pleased to congratulate RIT family member **Kevin Gavagan MBA '79** and **Nancy Gavagan**, recipients of the Burton S. August, Sr. Prize for Community Leadership

Thank you for making our world a better place.

rit.edu

The Burton S. August, Sr. Award for Community Leadership

Kevin and Nancy Gavagan

This award was created by the August Family to recognize an individual whose lifetime commitment to community volunteerism and philanthropy has been characterized by many years of remarkable gifts of their time, talent and treasure. The recipient will exemplify Burt August's commitment to helping others and making Rochester better. This award comes with a \$2,500.00 honorarium from the August Family which the recipient will designate to the charity of his/her choice.

The Gavagans have participated in decades of service to countless organizations including the United Way of Greater Rochester and the Finger Lakes. As the United Way's Tocqueville Society Chairs, the Gavagans achieved their goal of inspiring \$5 million in giving in 2019 from the 250 society members. Mr. Gavagan has also taken on volunteer leadership roles for SUNY Geneseo Foundation



as the Board Chair, served as Chair of Board of Trustees of the George Eastman House, been a member of the Rochester Institute of Technology (RIT) President's Roundtable, and held roles with the RIT Venture Creations/Incubators, and served with many other organizations. As alumni of SUNY Geneseo, the Gavagans recently made a \$500,000 gift to enhance the quality of the educational experience at Geneseo. This gift—providing a \$100,000 scholarship fund for incoming School of Business students—was in addition to other funds the Gavagans have established at Geneseo; \$50,000 endowments for the men's basketball, women's basketball, and ice hockey programs; and a \$250,000 fund for Geneseo's Department of Career Development.

FOUR GENERATIONS OF FAMILY LEADERS BENEFITTING OUR COMMUNITY



Since 1920, the Hoselton family has partnered with local organizations to help make our community a better place.

Congratulations to the Hoseltons on their recognition as the National Philanthropy Day Multi-Generational Award recipient.

Thank you for all you do on behalf of people with intellectual and developmental disabilities and the entire Rochester community.



HERITAGE
CHRISTIAN SERVICES

HeritageChristianServices.org

Multi-Generational Award

Hoselton Family

From time to time, AFGV will present a Multi-Generational Award. This award will be presented to a family who, over decades and multiple generations, has demonstrated outstanding civic and charitable responsibility.

Walter Hoselton opened a service garage in 1920 and a Chevrolet dealership in East Rochester in 1927. He believed that as a business owner, he had a responsibility to give back to the community. He instilled those values in his son, Charles Hoselton, who passed them on to his son, Dave Hoselton. In 2008, Dave Hoselton retired and his son, Drew Hoselton, took the reins. The Hoseltons' foresight to establish their Foundation is a steadfast demonstration of their generosity and impact. Dave Hoselton has been the naming sponsor for the Seneca Waterways Council of Boy Scouts of America for many years, where programs help build life skills and confidence for at-risk youth.



Dave and Coralie Hoselton have faithfully supported the Charles Finney School in projects including a library upgrade, scholarship fund, and robotics program. Drew Hoselton and his wife, Riley, support Finney through its Scholarship Fund and by supporting a student who requires financial assistance. Katherine Durgo, Dave and Coralie Hoselton's daughter, is president of the Foundation, which has made significant donations to Heritage Christian Services. Most recently, funds were used to respond to the COVID-19 pandemic, as Heritage Christian Services worked to ensure the safety of people supported by the agency and of its frontline workers. Alexandra Borowiec, Walter Hoselton's great-great-granddaughter, continues the family's work as a member of the Hoselton Foundation board and reflects the generosity of five generations of leaders.

Outstanding Young People in Philanthropy – Individual

Sloane Miller

This award recognizes service by an individual, age 10-23, who demonstrates outstanding commitment to the community through direct financial support, development of charitable programs, volunteering and leadership in philanthropy.

Sloane Miller lost her mom to breast cancer in 2015 when she was six years old. At the age of 10, she began to experience body image issues. After speaking with her stepmom, Tara Hopkins, about her concerns, Sloane hatched a plan to start training and to participate in the Breast Cancer Coalition's annual Pink Ribbon Walk and Run (5K) on Mother's Day Weekend 2019. As Sloane explained on her fundraising page for the run, "I thought this was an amazing idea because I would advocate, and raise money and awareness to support people battling cancer and get to do something special with my stepmom, in honor of my mom."



Sloane and Tara registered for the Run, and set a fundraising goal of \$500. That Mother's Day, they completed the 5K run with friends and family present to offer support. Sloane also served as one of the Coalition's Youth Ambassadors for the event. She raised \$5,955, and was awarded the Rochester Police Department's Do the Right Thing award in October 2019. After her initial success, Sloane registered for the 5K again in 2020 and in 2021 and continued to involve her family and friends in the event. Over a three-year period, Sloane has raised more than \$23,000 to support the Breast Cancer Coalition.

Outstanding Young People in Philanthropy – Group

Pittsford Central School District Rainbow Classic

This award recognizes service by a group of people, ages 10-23, who demonstrate outstanding commitment to the community through direct financial support, development of charitable programs, volunteering and leadership in philanthropy.

Each year, Pittsford Central School District student-athletes work collaboratively to lead the Rainbow Classic fundraiser. For the 2019 Rainbow Classic, 83 Mendon High School and Sutherland High School cheerleaders and basketball players led and inspired the participation of the general student body.

Through the efforts of the students and volunteer help from PCSD staff, Board of Education, and families, the Rainbow Classic raises on average over \$25,000 annually for Golisano Children's Hospital. Each year, the funds target and benefit a particular program and to date have contributed over \$500,000 to various Children's Hospital projects. When the Rainbow Classic began, funds benefited a program called Katie's Computers that purchased laptops for the pediatric room patients. It evolved into the Get Well Network, which is still used today in an updated version. Over the years, funds raised from the Rainbow Classic have supported projects at GCH including a Pediatric Intensive Care Unit patient room, the Child and Adolescent Eating Disorder Program, and Teen Lounge. Proceeds from three Rainbow Classics, including \$30,150 raised in 2019, supported the Pediatric Palliative Care unit and its mission to assist children with serious illnesses and their families.



PROUD TO SUPPORT AFPGV AND NATIONAL PHILANTHROPY DAY BUILDING A BETTER COMMUNITY

CHANGE THE WORLD



WITH A GIVING HEART

SAVE THE DATE!

National Philanthropy Day
November 4, 2022

*Nominations for next year's
honorees are already being accepted.
Visit afpgv.org for details.*



BE the CAUSE
Empower. Strengthen. Transform.

Be the Cause for AFP Genesee Valley!

Help advance the profession of fundraising by making a donation today to the 2021 Be the Cause Campaign!

Your investment in the AFP Foundation for Philanthropy will help support local, national, and international programs, including:

- **Diversity & Inclusion** through the planning phase of the North America expansion of New Faces of Fundraising – a multi-year initiative that began in 2016.
- **Professional Development** through professional development grants (formerly scholarships) provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
- **Research** that increases knowledge of fundraising, philanthropy, and social innovation includes the Growth in Giving Initiative.

Donate online at afpfoundation.org/bethecause

Thank you to those who have already contributed to Be the Cause this year!

DISCOVER the BENEFITS of MEMBERSHIP in AFPGV

Membership in a National Organization

When you join the Genesee Valley Chapter, you become a member of the Association of Fundraising Professionals, the standard bearer for professionalism in fundraising for more than 40 years.

Networking

We have four formal networking groups: Young Professionals, Small Shops, Raiser's Edge Users' Group and Seasoned Advancement Professionals. In addition to informal member meet-and-greets, you can take advantage of unlimited opportunities to meet and work with fellow fundraisers, develop mutually beneficial relationships, learn the ins and outs of the business, and gain invaluable benchmarking information about your market.

Educational Opportunities

- Breakfast and Luncheon Programs
- Annual Regional Conference
- The AFP International Conference on Fundraising
- Fundamentals of Fundraising
- Deep Dives into fundraising-related topics

Job Posting Service

Non-profit organizations post fundraising (and related) positions that are often not advertised in other employment venues. Members receive timely notices on job openings.

Professional Credentials

Advance your career by becoming a Certified Fund Raising Executive (CFRE). The CFRE Professional Certification Program offers fundraising professionals with 3 or more years of experience an opportunity to earn recognition for their experience and professionalism. The CFRE Refresher Course is available, and many of our programs carry CFRE credit.

A Variety of Membership Options

Whether you join as an individual, a small shop, or a large organization, there are membership levels to fit your needs.

- Professional
- Young Professional
- Associate
- Retired
- Large Nonprofit Organization
- Small Nonprofit Organization
- Business Membership

To learn more or become a member

Visit www.AFPGV.org/join-afp or call (585) 586-7810.



CHANGE THE WORLD



WITH A GIVING HEART

**National
Philanthropy Day®**

\$50 Professional or Associate New Member Discount!

In honor of National Philanthropy Day® AFP is offering a \$50 discount to new members joining in the Professional or Associate member categories by November 30, 2021!

Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment.*

Complete your application and send it in via mail or email by Nov. 30, 2021.

*Coupon must be included with payment. One coupon per new member.

Can also be redeemed online by using discount code NPD2021.

Questions, call the AFP Membership Department at (800)666-3863.

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