

# CHAPTER VERSE ONLINE

## National Philanthropy Day is November 14

**Noon - 1:30 pm at the Rochester Riverside  
Convention Center**

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day® (NPD) recognizes the profound impact that philanthropy has on the fabric of society. Each year the AFP Genesee Valley chapter honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities and the world.

This year's nominees are:

### Outstanding Youth Volunteer Fundraiser

- French Road Elementary School

### Outstanding Volunteer Fundraiser

- Richard E. Ottalagana
- Elisabeth "Ebets" Judson
- Frank Andolino
- Keith Burhan

### Robert A. Clinger Outstanding Professional Fundraiser

- Edwine (Dana) Kimberly
- Michael J. O'Neal

### Outstanding Philanthropist

- Louis S. and Molly B. Wolk Foundation
- The Hildebrandt Family / Davenport Hatch Foundation
- Ralph P. DeStephano
- Betty Strassenburgh

### Outstanding Corporation

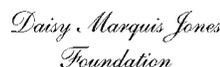
- M/E Engineering, PC
- M&T Bank

Linda Rosenbaum of St. Joseph's Villa the 2008 NPD Chair, states, "I'm proud to be a part of this special event that recognizes the individuals and companies in our community for their generous contributions exemplifying the meaning of the word philanthropy."

Tickets are \$50 for individual AFP members, \$55 for non-members and \$500 for a table of 10, and are available online at [www.afpgv.org](http://www.afpgv.org) or by sending completed registrations and checks by Nov. 3 to: AFP, Genesee Valley Chapter, 312 W. Commercial St., East Rochester, NY 14445. Credit card reservations are only available online. For more information, visit [www.afpgv.org](http://www.afpgv.org) or call (585) 586-7810. ■

## Thank you to our National Philanthropy Day Sponsors!

PRESENTING SPONSOR



# From the President

Greetings!

Fall is upon us and for most fundraisers we are experiencing our busy time of year getting our year-end asks completed and planning for 2009. Even in this busy time, our great cadre of volunteers continue to provide valuable learning opportunities and benefits to our Members.

You may recall that in July we sent you a survey to assist in our Chapter's strategic planning. On October 22 we offered everyone the opportunity to participate in a conference call to discuss the survey results. We had a good discussion and great suggestions came out of the call. Thank you to those that participated in this process. We asked for your feedback and we listened. The information gathered will help us deliver the programming you want.

Thanks to a small group of volunteers, we responded quickly to the immediate need for information on what fundraisers should do in the current economic climate. This is a question on a lot of minds. I hope you will attend the October 31st program on this subject.

We have a great National Philanthropy Day celebration planned this year. This is THE day when the philanthropic community comes together to observe the importance of philanthropy and recognize specific individuals that have made an impact in our community. This is THE place to be for all fundraisers and donors on November 14th. I look forward to seeing you all there.

I hope you all benefit from your association with AFP. Whether it's the educational programming, scholarships, networking or camaraderie that you value, I hope you will give back to our organization and profession by making a gift to our Every Member Campaign. A contribution from each and every one of us will assist in delivering responsive programs such as what we're offering on October 31. If you haven't made your 2008 Every Member Campaign donation yet, please go to: [http://reports.afpnet.org/portal\\_add/makegift.cfm](http://reports.afpnet.org/portal_add/makegift.cfm) and select AFP NY, Genesee Valley Chapter as the chapter to be credited. Thank you for your support of our activities!

*Tracy Schleyer, CFRE*  
*AFP-Genesee Valley, President*  
*ABVI-Goodwill, Director of Development*

# Financial Rescue Bill Favors Philanthropy

President Bush has signed the \$700 billion economic bail-out bill (H.R. 1424, The Financial Rescue Package), which includes a two-year extension of the IRA Rollover provision.

The provision will be made retroactive to January 1, 2008, and will apply to gifts made from that date through December 31, 2009.

The provision exempts from taxable income any funds transferred ("rolled over") from an Individual Retirement Account (IRA) to a charitable organization. The following limitations apply:

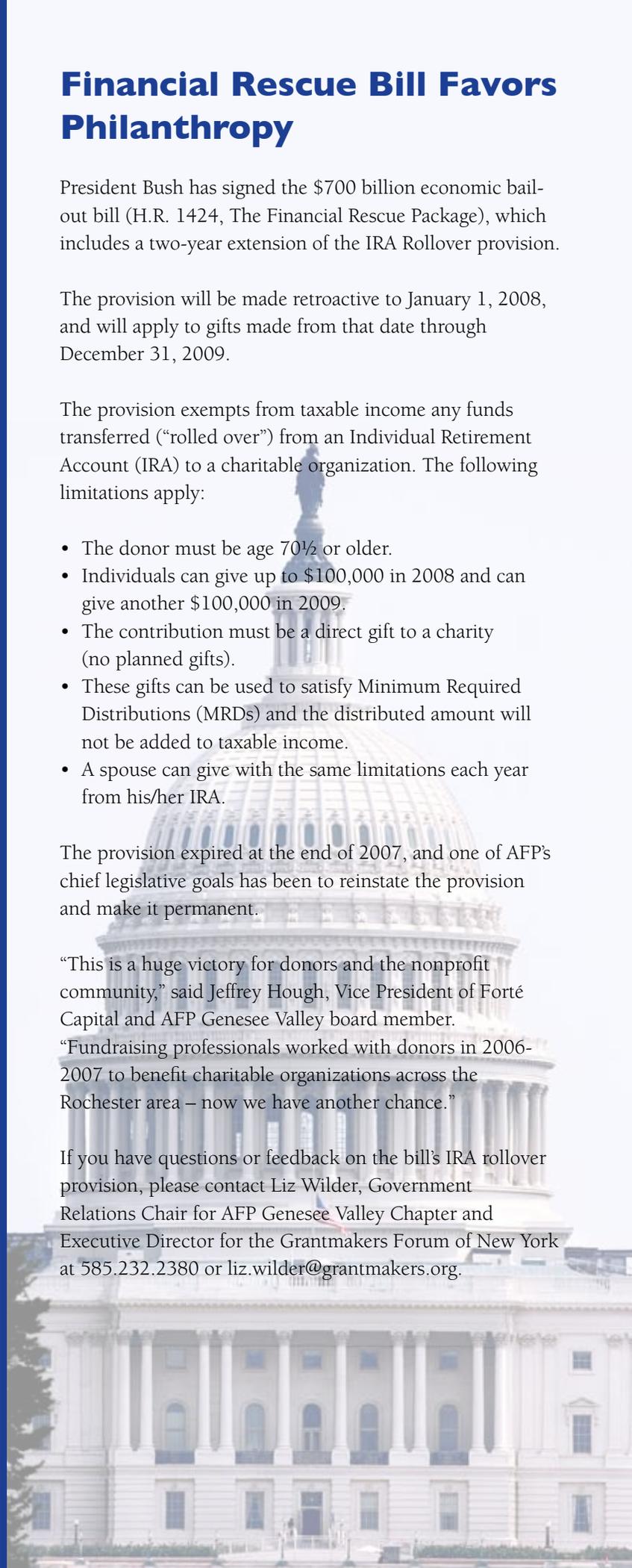
- The donor must be age 70½ or older.
- Individuals can give up to \$100,000 in 2008 and can give another \$100,000 in 2009.
- The contribution must be a direct gift to a charity (no planned gifts).
- These gifts can be used to satisfy Minimum Required Distributions (MRDs) and the distributed amount will not be added to taxable income.
- A spouse can give with the same limitations each year from his/her IRA.

The provision expired at the end of 2007, and one of AFP's chief legislative goals has been to reinstate the provision and make it permanent.

"This is a huge victory for donors and the nonprofit community," said Jeffrey Hough, Vice President of Forté Capital and AFP Genesee Valley board member.

"Fundraising professionals worked with donors in 2006-2007 to benefit charitable organizations across the Rochester area – now we have another chance."

If you have questions or feedback on the bill's IRA rollover provision, please contact Liz Wilder, Government Relations Chair for AFP Genesee Valley Chapter and Executive Director for the Grantmakers Forum of New York at 585.232.2380 or [liz.wilder@grantmakers.org](mailto:liz.wilder@grantmakers.org).





## Promoting Philanthropy in Cyberspace

Association of Fundraising Professionals – Genesee Valley Chapter is now on Facebook! The AFP Membership Committee decided to have a Facebook presence in order to make our organization known to a younger audience, advertise our monthly meetings and audio conferences, and stay connected to each other outside of monthly meetings.

More and more people of all ages are using Facebook every day to network and find out what is going on in each other's lives. It's not just for Gen Y anymore! And now that AFP has a Facebook presence, it's the perfect time to join.

To become a member of the AFP-GV Facebook group, simply do the following:

1. Log onto [www.facebook.com](http://www.facebook.com)
2. Follow the prompts to create your profile
3. When your profile is ready, type "Association of Fundraising Professionals" in the search box.
4. Scroll down until you find our chapter, and click on it.
5. In the upper right-hand corner, click on the link that says "join this group".
6. You're in!

Facebook does a good job of protecting people's privacy. If you have any questions about how to use this service, please contact Alison Martinez, Chair of AFP Membership Services, at 697-5711. ■

## A SURVIVAL KIT FOR FUNDRAISING IN A BAD ECONOMY

A tumultuous economy can present unique challenges for nonprofit fundraising. Looking for ways to cope? AFP has compiled a toolkit of resources to advise and guide fundraisers in tough economic times.

"Donors have a lot on their minds these days as they sit down with their personal budgets," explains Paulette Maehara, CFRE, CAE, president and CEO of AFP. "But despite the headlines about Wall Street and the financial markets, we as fundraisers should not lose sight of the fact that giving is a way for communities to pull together. While the economic forecasts are uncertain right now, what is quite certain is the capacity of people to lend a hand and support institutions of all kinds.

We hope you'll use AFP as a resource in garnering vital support for your organization in what may be a wild ride over the next few months." For articles and educational programming, visit [www.afpnet.org](http://www.afpnet.org). ■

## Save the Date for the AFP-Genesee Valley Regional Conference

As budgets for conferences and travel are cut across our organizations this year, please keep in mind the excellent professional development opportunities available locally. Monthly programs and our annual regional conference offer timely topics and speakers with real-life lessons and experience to share. Full-day member registration for the Regional Conference is just \$270. No flights or hotels necessary!

AFP Genesee Valley Regional Conference  
"The Dating Game"  
Wednesday April 15, 2009  
Rochester Plaza Hotel  
Keynote Speaker: Simone Joyaux, ACFRE

We hope to see you there! ■

SAVE THE DATE: Thursday, December 11

*Annual Meeting and Holiday Social*

4:30 to 6:30 PM Oak Hill Country Club • \$20 for members, \$30 for non-members

# The Every Member Campaign: Why Give?

In past years, “fund raisers” struggled to be recognized as true professionals. Critics said there was little if any training, no real focus, and no professional certification opportunities.

Thanks in part to charitable giving by our members, there has been a dramatic shift in thinking over the last 10 to 15 years. Why? Because the dollars you give to the Every Member Campaign help to fund scholarships to local and national conferences for our newer members and national AFP efforts such as research and certification initiatives.

All of us know these are financially challenging times. Many of us are wondering how or even “if” we will meet our organizational goals. But, as true professionals, know we need to do whatever it takes to make it happen.

The same applies for the AFP Genesee Valley Chapter Every Member Campaign. To date, fifty-five members have stepped

forward contributing close to \$6,000. It’s a great start, but we have much work to do if we are to reach our goal of \$10,000 by December 31st.

All gifts are important! If you haven’t done so already, please consider renewing your gift of last year. If you’ve never contributed, please consider a gift of \$25, \$50 \$100 dollars or more to help us reach our goal.

To make your gift TODAY, go to our national AFP web site, [www.afpnet.org](http://www.afpnet.org). Or, when an AFP caller solicits you...please say, “Yes, count me in!”

Remember, if we reach our goal of \$10,000; \$2,500 will be “rebated” back to our local chapter to help fund those programs that have helped us reach the level of a true professional! ■

## Get Jazzed for New Orleans!

### Start Planning for the 2009 International Conference

When: March 29 - April 1, 2009

Where: Ernest N. Morial Convention Center New Orleans  
900 Convention Center Boulevard  
New Orleans, Louisiana

New Orleans is where the Old World blends with a new promise. The culture, hospitality, European flair, great cuisine and music all provide a backdrop to the fabulous networking that takes place throughout the International Conference. Exciting general sessions, with keynote speakers chosen for their ability and experience to motivate, inspire and encourage you, will complement the educational tracks filled with practice-specific sessions.

Invited keynote speakers include:

- Christopher Gardner, Inspiration for the Film, *The Pursuit of Happyness*
- Doris Kearns Goodwin, Historian, *Leadership Lessons from Abraham Lincoln*
- Michael Douglas, Actor and champion of social and environmental causes, *A Morning with Michael Douglas*

For registration, visit <http://conference.afpnet.org/> ■



**Chapter & Verse Online**  
is published by the  
AFP Genesee Valley Chapter

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