

CHAPTER VERSE ONLINE

Now accepting nominations for 2009 National Philanthropy Day

The Association of Fundraising Professionals Genesee Valley Chapter is accepting nominations for the 2009 National Philanthropy Day® (NPD) through July 30, 2009.

The honorees will be recognized during a luncheon on Friday, Nov. 13, 2009 at the Rochester Riverside Convention Center.

“Each year the AFP Genesee Valley chapter honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy, our community, and the world. Your nomination of an individual or corporate donor, volunteer, or colleague acknowledges and celebrates their transformational impact on the people served by your organization,” says AFP Genesee Valley President Tracy Schleyer.

AFP is proud to once again recognize Manning & Napier as the Presenting Sponsor of NPD, helping to make possible this celebration of giving.

“Rochester has a long history of philanthropy and this event recognizes those in our community who exemplify that tradition. All of us, regardless of social status, will face unexpected challenges in our lives. The organizations that serve our community by helping people face and deal with

those challenges are invaluable. The individuals and businesses that support these vital organizations are invaluable as well.” says Patrick Cunningham, Managing Director of Manning & Napier Advisors,

Inc. “The purpose of this event is to thank and praise these unsung heroes,”

The five NPD award categories are:

Outstanding Philanthropist

An individual or family with a proven record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility, and whose generosity encourages others to take philanthropic leadership roles.

Outstanding Volunteer Fundraiser

An individual who has demonstrated exceptional leadership skills in coordinating and motivating

groups of volunteers for fundraising projects for the benefit of more than one nonprofit organization, demonstrating a commitment to the advancement of philanthropy.

Outstanding Youth Volunteer Fundraiser

An individual or group of individuals who are 18 years of age or younger and have engaged in fundraising activity for a nonprofit organization,

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From the President

I'd like to share with you the Genesee Valley Chapter's Strategic Goals for 2009 – 2010. These goals were developed by the Board of Directors late last year. They are:

- Goal 1:** Membership: Increase the number of members and the retention rate of members.
- Goal 2:** Professional Advancement: Be the primary source for professional development for fundraisers in the Greater Rochester region.
- Goal 3:** Resource Development: Improve chapter finances by having a positive annual cash flow and increase in chapter reserves.
- Goal 4:** Communication: Increase our influence on our members and the community.
- Goal 5:** Conference: Increase the impact of the regional conference.
- Goal 6:** Promote Philanthropy throughout the Genesee Valley region.

We have leaders and committees that work to achieve these goals. Objectives and Strategies have been identified and are currently in progress. If you are interested in being involved in the success of any of them, we welcome your participation.

Our educational programming, networking opportunities and efforts to promote philanthropy are all driven and are dependent on the volunteers who make it all happen. We need your assistance! If you want to give back to the fundraising profession, I hope you will consider volunteering. Here are just a few of our committees who could use your assistance:

- National Philanthropy Day
- Marketing
- Monthly Programming
- Membership
- Annual Conference
- Finance

If you can commit to joining a Committee or can volunteer a few hours, I would appreciate hearing from you. Please feel free to contact me at tshleyer@ABVI-Goodwill.com or 585.697.5780.

My sincere appreciation goes to those who have been volunteering. We have you to thank for all that the AFP Genesee Valley Chapter has to offer.

With Gratitude,

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

NPD Nominations *continued from previous page*

demonstrating a commitment to helping others through philanthropy.

Outstanding Corporation

A corporation or its corporate foundation that has demonstrated outstanding commitment through financial support and encouragement and motivation of others to take leadership roles in philanthropy and community involvement.

Robert Clinger Outstanding Fundraising Professional

An outstanding individual fundraising professional who practices his/her profession in an exemplary manner.

2009 National Philanthropy Day Awards - Nomination Information

- Any individual may nominate more than one candidate; please use separate forms for each nomination.
- Nomination forms must be completed and signed by the nominator.
- Additional documents and supporting letters will be accepted.
- Collaborative nominations are encouraged; all nominators and contact information must be clearly identified within the nomination form.
- Nominations will be judged on how well nominees meet category criteria and on the quality of the nomination.
- Recipients will be announced on National Philanthropy Day, Friday, November 13, 2009.
- Nominators are requested to steward their nominees at the NPD event.

Previous nominations can be resubmitted if still applicable, but past winners cannot receive an award twice. The local AFP chapter strongly encourages collaboration between non-profits as a way to strengthen nominations. To see a list of past winners visit www.afp.org.

Nominations may be mailed, faxed or e-mailed (with electronic signature) to:

Ms. Mel Carpino
Catholic Family Center
87 N. Clinton Ave., Rochester, NY 14604
Phone: (585) 262-7020 • Fax: (585) 262-7166
E-mail: mcarpino@cfcrochester.org

AFP New Members: We Know How You Feel

At one time or another, we've all been new members of AFP. We've had that mix of excitement, nervousness, and maybe even intimidation as we've entered a room full of well-acquainted AFP veterans. AFP Genesee Valley understands the needs of its new members and provides some great opportunities for successful immersion into this large professional network.

The **New Member Orientation** gives new members a chance to learn about AFP, its benefits, and to meet other new members. You can find information about the next orientation, which takes place on September 17, on the "Upcoming Events" section of the AFP Genesee Valley website.

The **AFP Essentials of Fundraising** series, which consists of five 3-hour introductory level workshops, provides insight into the needs and challenges of nonprofits. The series is designed to be interactive, which provides a comfortable environment for networking and sharing experiences with other fundraising professionals.

It's Not Just About Money



First Lady Michelle Obama and the Corporation for National and Community Service (CNCS) announced May 20 a new initiative designed to put volunteers on a path to sustained service. This service effort is focusing on four broad issues: 1) promoting clean energy, energy efficiency, and public land restoration; 2) supporting education and literacy for all Americans; 3) increasing health care access, public health awareness, and prevention; and 4) providing community renewal to areas hardest hit by the economic crisis. Cabinet secretaries are hosting conference calls to share information on planned activities and areas of focus, and the Administration has launched a new online portal, www.serve.gov, where organizations can list service opportunities and individuals can find openings of interest or develop their own projects.

The program will officially begin June 22 at the National Conference on Volunteering and Service and culminate in a National Day of Service and Remembrance on September 11. Please go to Independent Sector's website for more information on how you can participate in the Summer of Service initiative and on national service (http://independentsector.org/programs/gr/Summer_of_Service_Initiative_2009.htm).

The **Buddy Program** gives new members a chance to connect one-on-one with an experienced fundraising professional. Buddies are friendly and helpful resources for new members, since they are eager to share knowledge, career experiences, and introduce you to their AFP connections at those big events.

Cynthia Pacia, Philanthropic Services Associate for the Rochester Area Community Foundation, is glad that she got involved in AFP. "I initially decided to become a member because I found great value in the events and programs offered here locally through our Genesee Valley Chapter. Now that I have been a member for several months, I have found the ability to network with my peers and share ideas invaluable. Rochester is a wonderfully philanthropic community and I thoroughly enjoy being associated with so many people that make that possible!"

Please take advantage of these great programs and become our next AFP success story!

IRA Charitable Rollover: Act Now to Support

The IRA Charitable Rollover tax incentive, which is available through 2009, allows individuals aged 70½ and older to donate up to \$100,000 from their Individual Retirement Accounts (IRAs) and Roth IRAs to public charities without having to count the distributions as taxable income. It will take congressional action to extend the giving incentive into 2010 and beyond. The Public Good IRA Rollover Act (S.864/H.R.1250) would extend the incentive permanently, remove the cap on gifts, lower the age limit, and permit donations to more organizations.

For talking points and a letter of support to your Congressional Representative, go to Grantmakers Forum of New York (www.grantmakers.org/gfny/publicpolicy.shtml).

Every Member Campaign – We Need You!

Please consider making a gift to the AFP Foundation for Philanthropy. Your support will help by delivering educational and training programs, facilitating the exchange of best practices and advocating for favorable public awareness of philanthropy.

The AFP Foundation for Philanthropy is a partner in the development and funding of programs and initiatives that make it possible for thousands of fundraising professionals to enhance their skills and knowledge. Since 1973, the foundation has supported the work of AFP by funding initiatives that benefit our membership, increase accessibility to educational programs, fund innovative research, and influence public and institutional opinions of fundraising and philanthropy. The foundation provides funding for new and enhanced programs and services. Voluntary support of AFP members and friends is essential in helping to bridge the gap between adequacy and excellence, and ensuring that AFP provides its members with the highest level of service possible.

On the local level, your donation comes back to our chapter through the Every Member Campaign Chapter Partnership Grant program - returning 25 percent of the contributions to fund chapter activities that advance ethical and effective fundraising. All chapters are also eligible to participate in the Chamberlain Scholarship Program, which provides a scholarship to the International Conference on Fundraising to a chapter member who is a first-time conference attendee.

So, please give to support professional development – for yourself and your fellow members! Thank you in advance for your support.

Cathie Wright, CFRE
Director of Development
Lollypop Farm
AFP Every Member Campaign Chair

Special Incentive:

Contribute at least \$25 or more by November 30, 2009 and be entered in our drawing to win an overnight for two at Adirondack's private "Rapshaw" club. A steward will meet you at the boat dock and take you to your own private cabin... a cook will provide you with three excellent family style meals!

Website Makeover

The Chapter launched a new look to its chapter website at www.afpgv.org in June. The address is the same – but the look is new, information is updated, and new site will provide additional functionality.

Chapter members and other users of the website called and emailed right away with comments and compliments on the new site:

- *It looks awesome! Nice work.*
- *The new website looks great!*
- *A long overdue make over!*
It looks great and the functionality is much improved.
- *It looks so good! I clicked on a few links and was impressed at how professional it is. Big improvement for us.*
- *The new website looks fantastic!*



Let us know what you think! Please contact us at (585) 586-7810 or afp@riversorg.com to report any problems, suggest improvements or items that would make the site easier to use, or to let us know if you can't find what you are looking for.

We hope you will enjoy the new website!

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