

## Celebrate the holidays with AFPGV on December 6!

Join AFPGV colleagues for a delightful holiday reception from 4:30–6:30 p.m. on Thursday, **December 6, 2012**, at the Little Theatre (240 East Avenue). Network with **AFPGV** members, hear exciting chapter updates, vote for our 2013 board of directors and maybe even get some SWAG!

Your ticket includes a variety of hors d'oeuvres, including vegetarian options, and one complimentary beverage per person (wine, beer or soda). Cash bar. Free parking is available nearby.

Clean out your office closets and give colleagues a chance to win SWAG (Stuff We All Get)! Bring along leftover

*Continued page 4.*

# ROC

## THE DAY

Choose. Give. Matter.

*See page 2.*



San Diego April 7-9  
50th International Conference on Fundraising

Doing the right things...right

*See page 3.*

## Still time to pitch in!

## Can you contribute to the cause?

Each year, AFP asks all members to donate to the **Every Member Campaign**. This year's campaign will close soon. If you have not made your gift to AFP already, please consider making your gift soon—there's still

time. If you made a pledge that you have not fulfilled yet, please send that in ASAP.

Our chapter has raised \$6,112 so far, from more than 70 of our 210

*Continued on page 2*

## AFPGV's amazing 2012 National Philanthropy Day honorees!

*Story, page 2*



# National Philanthropy Day provides wonderful celebration of local philanthropy

**A**FPGV celebrated its 15th **National Philanthropy Day** on November 9 with a sold-out luncheon at the Rochester Riverside Convention Center and a record 29 local philanthropists who have made significant contributions to our community.

*Rochester Business Journal (RBJ)* president and publisher Susan Holliday generously emceed the event again this year. The *RBJ* was also the media sponsor for the event. Joining Susan in making presentations were **Dan Myers**, Al Sigl Community of Agencies; Patrick Cunningham, Manning & Napier, presenting sponsor of NPD since 2004; Joy Ryen Plotnik, Genesee Valley Trust; and Jennifer Leonard, Rochester Area Community Foundation.

**AFPGV's** 2012 National Philanthropy Day winners are:

✓ Outstanding Youth Volunteer Fundraiser – **Ambika Sharma**

✓ Outstanding Volunteer Fundraiser – **Daniel J. Burns**

✓ Robert A. Clinger Outstanding Fundraising Professional – **Karen M. Gaffney, CFRE**

✓ Outstanding Corporation – **M/E Engineering, PC**

✓ Outstanding Foundation – **Daisy Marquis Jones Foundation**

✓ Outstanding Philanthropist – **Polissen Family**

**Gretchen Wood** served as event chairperson. **Jessica Regan** chaired the Sponsorship Committee, which exceeded its goal by 17 percent, with the strong team of **Sarah Campagna**, Linda Gressell, **Robyn Miller** and newest volunteer Tracy Kroft. Rachel Atwood was kind enough to lend her talents as chair of the media committee. Wayne Bulling once again made our communications look terrific! **Brad Schreiber** gave of his time and expertise in chair-

ing the awards committee once again, joined by an outstanding Blue Ribbon selection panel. **Elaine Lotto**, hospital-ity chair, along with **Karen Humbert** and **Diana Lauria**, organized a delicious luncheon with vibrant seasonal mums as table decorations.

Next year's NPD celebration will be held on **November 1, 2013**. Plan to attend!

## Every Member Campaign, continued

members. We have exceeded our monetary goal already, but would like to see a higher percentage of participation.

*Why* should you give you to the Every Member Campaign? The reasons are many:

- **Your gift helps AFP.** Your gift will help promote our profession, advance philanthropy, and continue educational programs and resources that help all of us to do our work. If AFP is helpful to you, please consider donating to the campaign.

- **It comes back to us.** Since we met our chapter goal, 25% of our total comes back to the chapter, which we use for discounts on meeting fees, scholarships and other chapter activities. Last year, more than \$2,000 came back to our chapter, which has been a great help in carrying out our many activities this year.

- **You will boost participation.** At newsletter presstime, 73 members had made a contribution or pledge. We have more than 200 members. More important than how much you give, we'd like to increase the number of members who donate. Even a one-time gift of \$10 or \$20 is welcome.

- **You will make board members happy.** Your board members are

## ROC the Day with AFPGV!

**A**FPGV is a community partner of **ROC the Day**, a 24-hour online event to be held on **December 12, 2012**, that gives people in our community an opportunity to support all of the not-for-profit organizations doing great work in the nine-county Greater Rochester area. To participate, go to [ROCDay.org](http://ROCDay.org), a secure online giving platform, on **December 12, 2012**, to make a gift. All money given on "12.12.12" will help local people and organizations.



heavily invested in the mission of AFP – 100% made gifts this year early this year, and they hope you will follow their lead and make a gift, too.

- **You may win a prize.** We will have some fun this year. The names of everyone who makes a gift will be entered in a raffle for prizes, which will be drawn at our annual holiday party on December 6. Prizes will include certificates and gift cards, as well as a free seat at next year's conference, monthly programs and National Philanthropy Day.

- **Overall, it helps our profession.** If you feel that you learn a lot from AFP, and that the programs and networking opportunities have helped you, please consider making a contribution as a way of giving back.

To download a pledge form or to donate online, just go online at [www.afpgv.org](http://www.afpgv.org). *Thank you!*

# Ryan Kelly wins 2012 AFPGV Chamberlain Scholarship

**R**yan Kelly, director of Development at the **Al Sigl Center**, is the recipient of the 2012 **AFP Foundation for Philanthropy** and **AFPGV Chamberlain Scholarship** to attend the 2013 **AFP International Conference on Fundraising** in April in San Diego, CA.

“This year, there was a record number of deserving applicants, but Ryan Kelly’s impressive application stood out the most,” said **Julie Murawski**, Scholarship Committee chair.

Kelly, 29, has been a development professional for five years, has never attended the conference, and

is extremely excited about having the opportunity attend and grow into a more successful fundraiser. She has a background in marketing, sociology and communications. She is responsible for all major giving for three of six agencies in the Al Sigl Community, including CP Rochester, Rochester Rehabilitation, and the Rochester Hearing and Speech Center.

When asked about what she was most excited about, Ryan said, “I’m absolutely honored to have been selected. I am looking forward to the interaction with fellow fundraisers and learning best practices that I may apply to my

own work upon my return. This is an amazing opportunity to gain a wealth of knowledge, and I could not be more thrilled!”

The AFP International Conference on Fundraising draws fundraising professionals from all over the world to learn new fundraising skills and listen to some of the most successful members of the philanthropic community. In 2013, AFP will celebrate its 50th anniversary and will focus on important aspects of becoming a successful fundraising professional.

For conference info, go to: <http://conference.afpnet.org/registration.cfm>

## Shout out

- In September, **Natalie Anderson** joined St. Joseph’s Villa as vice president of Agency Advancement. Her team will focus on development, marketing, communications and volunteer services. Natalie most recently served as executive director of Daystar for Medically Fragile Children, Inc. and has spent nearly 18 years serving in various roles in the local nonprofit community.

- **Kim Clark** was recognized at the 40 Under 40 luncheon in November.

She reports that, “as a member of an AFPGV task team, I’ve just finished a two-year brand, marketing and communications plan, which is essentially a road map for the chapter to accomplish certain goals for the ultimate benefit of the membership and other fundraising professionals. Although I’m wrapping up a marketing term this year, I’m looking forward to being there for the Communications Committee as they lead the execution of the plan.

“On the side, I keep very busy with the charitable endeavors of Pen-Web Rotary and our CEO leadership transition at Heritage Christian Services.”

- **Melanie Barnas-Simmons**, Major Gifts officer for the Finger Lakes Region of the American Red Cross,

solidified more than \$50,000 in new major corporate gifts after Hurricane Sandy hit the East Coast. Notable com-

panies to make significant gifts included Paychex, ESL Federal Credit Union and EJ Del Monte Corporation.



*Anderson (left);  
Clark (right);  
Barnas-Simmons with  
Regional Red Cross  
CEO John Buttrill (left)  
and ESL Charitable  
Foundation president  
and CEO Dave Fiedler  
(right) (below).*



Save the date!

## Plan now to attend 2013 AFPGV regional conference

Mark your calendars now for **Planned Giving Strategies: From the Outside Looking In**, the 2013 AFPGV Regional Conference: Thursday, **April 18, 2013**.

This annual event is one of the premier fundraising conferences in Upstate New York, attracting both AFP members and non-member fundraising professionals from colleges, universities and secondary schools, hospitals

and healthcare facilities, social services organization, cultural agencies, and local charities throughout Rochester, Buffalo and Syracuse. Fundraising professionals choose to attend this conference because they want to be at the top of their game.

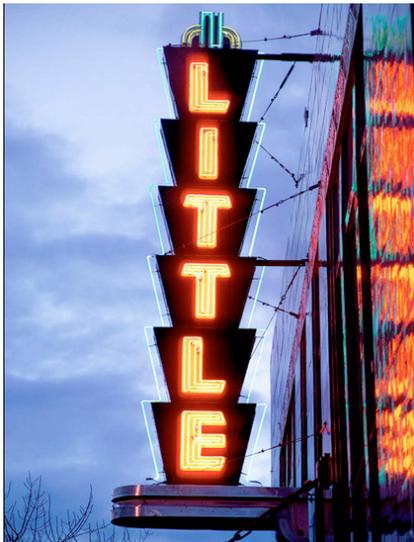
The conference will be held from 8 a.m.–1:30 p.m. on Thursday, **April 18, 2013**, at the RIT Inn & Conference Center (5257 West Henrietta Road,

Rochester). The day will consist of panel discussions with planned giving experts, facilitated by **Dana Miller**, VP Advancement of the Rochester Area Community Foundation (RACF). **Jennifer Leonard**, RACF president and CEO, will be the keynote luncheon speaker.

For information about sponsorship or exhibitor opportunities, contact Paul Kembrowski at (585) 272-1160 or pkembrowski@telecomp.org. For more information, go to [www.afpgv.org](http://www.afpgv.org).

As you plan your 2013 budget, be sure to include the AFPGV Regional Conference as a key educational and networking opportunity. We look forward to seeing you in April!

### Holiday party, continued



giveaways from your golf tournaments and other special events to donate as giveaways for fellow AFP members. Please let us know what items you plan to donate (including quantity) when responding for the holiday party. Enjoy our free SWAG raffle after remarks by AFPGV President **Samantha Standing**.

New this year is an Every Member Campaign Raffle – everyone who donated to the Every Member Campaign will be entered into a raffle for prizes, which will be drawn at the holiday party. Prizes include certificates, gift cards, and a free seat at next year's programs, conference or National Philanthropy Day.

**SAVE THE DATE**

2013 AFPGV  
Regional Conference

**PLANNED GIVING STRATEGIES:**  
From the Outside Looking In

**Thursday, April 18, 2013**  
8am to 1:30pm

RIT Inn & Conference Center  
5257 West Henrietta Road, Henrietta, NY

Featuring Discussions with Planned Giving Experts  
Legal • Financial • Marketing • Development • Donors  
Facilitated by Dana Miller, VP Advancement  
Rochester Area Community Foundation

Keynote Luncheon Speaker  
Jennifer Leonard, President and CEO  
Rochester Area Community Foundation

Visit [AFPGV.org](http://AFPGV.org) to  
attend or exhibit

AFP  
Association of  
Fundraising Professionals  
NY - Genesee Valley Chapter

### Association of Fundraising Professionals – Genesee Valley Chapter

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