

At presstime for this issue of the AFPGV newsletter, we learned that respected colleague and 2012 Clinger Award recipient **Karen Gaffney, CFRE** passed away on March 26 after a long battle with cancer. Karen was a long-time member and supporter of AFPGV, serving most recently on the board of directors as secretary. AFPGV offers condolences to Karen's family, friends and colleagues. We will share more about Karen's impact on the profession and our community in the near future.



AFPGV receives award for diversity

For the first time, the **Genesee Valley Chapter of the Association of Fundraising Professionals (AFPGV)** has earned AFP national's **Friends of Diversity Designation**.

The Friends of Diversity Designation is a national award that recognizes chapters that have accomplished key objectives outlined in the AFP's advancing diversity strategic goal. This designation encourages chapters to perform specific activities to increase diversity within fundraising and public awareness of the importance of philanthropy in all cultures.

In 2012, the Genesee Valley Chapter completed these objectives to increase diversity:

- Had a discussion and defined diversity in fundraising for the community the chapter serves.
- Established a diversity and inclusion chair who will serve in the planning and guiding role for the chapter's diversity efforts.
- Created a communication policy that ensures all chapter materials use inclusive language and imagery that reflect AFP's diversity goal.

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Thank you for participating – Every Member Campaign supports important services

Thank you to every **AFPGV** member who made a gift to the **Every Member Campaign (EMC)** last year. We exceeded our goal and raised more than \$7,800. Your gifts help fund AFP educational programs and resources. Locally, the funds help provide scholarships to our regional conference and the international conference, as well as discounts on monthly programs and webinars.

To date, 17 chapter members had made pledges or gifts to this year's EMC of \$4,696 pledged – more than half of our goal of \$7,300. Most of your local board of directors members have made a gift or pledge for 2013 and we expect 100% participation by campaign end. We hope you will join us!

For more information or to make your pledge online, visit <http://www.afpnet.org/Foundation/FoundationNewsDetail.cfm?ItemNumber=775&navItemNumber=533>.

AFPGV honored as Ten Star Chapter

Every year, **AFP** honors chapters for achieving goals that align with key objectives in their long-range strategic plans. These chapters receive the **Ten Star Award** for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy.

AFP International Headquarters determines the criteria for the award and publishes a list of several goals annually. Chapters must accomplish 10 of these goals during the year and submit a nomination form for verification to be qualified and honored for the award. AFP has 231 chapters, and the Genesee Valley chapter was one of 112 chapters to receive the 2012 Ten Star Award.

Our chapter will be recognized at the AFP International Conference on Fundraising, and also has earned the privilege of displaying the Ten Star logo on its website and in its newsletter and stationery.

"AFPGV is proud to be able to serve the needs of our community's diverse non-profit organizations," said **Samantha Standing, CFRE**, AFPGV chapter president. "The 10 Star designation is a credential that demonstrates our commitment to promoting professional, ethical fundraising and public awareness of philanthropy. AFPGV is honored to be one of 112 chapters across the world that achieved this status. We strive for excellence in education and look forward to engaging fundraisers across the area in programming that will help them better serve the needs of their constituents."

Andrew Watt, FInstF, president and CEO of AFP, congratulated the Genesee Valley chapter on its outstanding efforts. For more information on the Ten Star Award process, visit www.afpnet.org.



Shout out

• **Sarah Goldstein-Post**, former director of major and planned gifts for the YMCA of Greater Rochester, is now the new director of development at the JCC of Greater Rochester, where she is in charge of fundraising activities, including annual support, major gifts, corporate sponsorships, special events and planned giving. She is also a new mom to Jacob Bion Post, born on December 3 at 8 lbs. 15 oz. and 21½ inches long.

• **Carolyn Parr Slack, CFRE**, a past AFPGV president and previously donor relationship manager at St. Ann's Community, is now chief development officer at the Epilepsy Foundation and PRALID, where she leads the development effort for the two partnering agencies.

• **AFPVG member Diane L. Shoger**, chapter Ethics chair, has

received the Council for Advancement and Support of Education (CASE) District II Professional of the Year Award for her leadership of the Monroe Community College (MCC) Foundation.



Diane Shoger

Shoger received this prestigious award at the CASE District II conference on March 4 in Pittsburgh, PA. CASE District II is a regional organization of advancement professionals that helps members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

Shoger joined the MCC Foundation in 1999 and was appointed executive director in 2008. She received the CASE District II award based on her exceptional work and innovative leadership in driving the success of the foundation, and her volunteer service to the community and advocacy on regional and national levels to promote the importance of private philanthropy to community colleges.

Shoger is a member of the SUNY Chief Advancement Officers Executive Committee. She served on the planning committee for CASE's first national conference for community college advancement in 2012 and has been named vice chair for the new year.

• **Ruth E. Thaler-Carter** will be one of several presenters in a Virtual Business Conference from the Society for Technical Communication (STC), April 16–18. Details are at: <http://tinyurl.com/cfsn8t4>

AFP International

AFP chief calls on Congress to preserve charitable deduction

Andrew Watt, president and CEO of AFP, called the charitable deduction a “powerful symbol of American philanthropy” in recent testimony to Congress in Washington, DC. Charitable deduction is the most effective tax incentives. According to research, for every dollar foregone by the government to the deduction, communities across America gain three dollars in char-

itable programs and services. Watt urged Congress to not only preserve the deduction, but examine new ways to encourage additional giving and investment in the philanthropic sector.

AFP's public policy efforts are greatly enhanced by the AFP Political Action Committee (PAC). AFP's is the only PAC that focuses on fundraising and charitable

giving. It can only function with your support. You can take action by joining the political action committee! To learn more, visit the public policy page of AFP's website (www.afpnet.org).



Diversity Award, continued

- Created a written diversity and inclusion plan.
- Allocated a budget for increasing the diversity within the chapter's membership and/or programming.
- Incorporated diversity and inclusion into its written strategic plan.

Dana Miller, vice president for advancement at the Rochester Area Community Foundation, applauded AFPVG's efforts to be inclusive. “As our world becomes increasingly

diverse in all ways, fundraising professionals and their professional organizations must embrace and engage diverse individuals, groups, and organizations,” Miller said. “The desire to help others exists in all cultures. To be most helpful to the non-profits in our community, the fundraising profession must include a broad representation of experiences, perspectives, opinions and cultures.”

“We are proud to be recognized

for our efforts to be inclusive,” said **Kyle Polite**, AFPVG president-elect. “Educating each other on our differences will only make us better fundraising professionals as we connect funders with the various needs in our community”

AFPVG will hold a program focused on diversity in August as a mixer between NextGen Rochester and AFP's Young Professionals Group. Four speakers from diverse backgrounds and causes will address a myriad of fundraising issues.

Upcoming educational programs and webinars from AFPGV

The AFPGV Programs Committee is excited to announce that the chapter's 2013 breakfast and luncheon programs will be held at a new location: the Monroe Community College R. Thomas Flynn Campus Center.

This new venue is conveniently located and offers spacious meeting rooms outfitted with the latest audio/visual technology and comfortable seating, as well as excellent catering and convenient, complimentary park-

ing. We hope everyone will attend one of our upcoming programs.

The annual year-long pass has become an annual "agency" year-long pass. Agencies may purchase the pass by **March 28** to take advantage of a 15% discount on programs, including breakfast and lunch programs and the annual meeting in December. Agencies now have the option of registering different staff members to attend these educational opportunities.

Visit the AFPGV website for more details.

Upcoming events

- Thursday, **June 13**, 8–9:30 a.m., topic to be announced

A special thanks to the University of Rochester Alumni & Advancement Center for continuing to host our webinars. Upcoming webinars include:

- Tuesday, **April 23**, 1–2:30 p.m., "The Power of Planning: Building a Strategic and Long-Term Development Plan"

- Tuesday, **May 23**, 1–2:30 p.m., "Navigating Change: The Three Stages of Board Engagement"

AFPGV regional conference to offer outstanding professional development resources

Spring has sprung, so it must be almost time for the 2013 AFPGV Regional Conference, "Planned Giving Strategies: From the Outside Looking In"—an appropriate topic for organizations of any size.

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

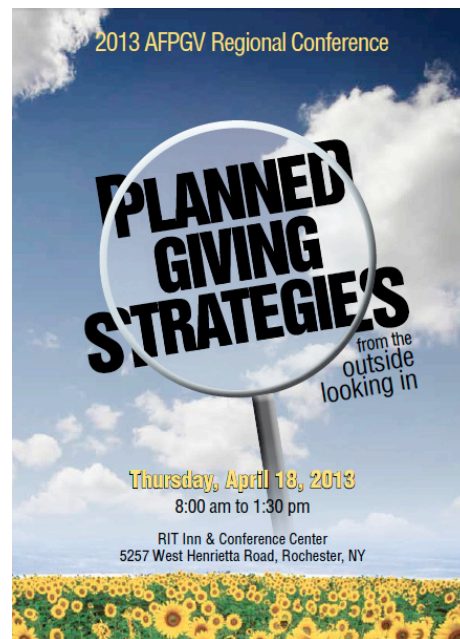
The program begins with a breakfast panel of several planned giving experts, facilitated by **Dana Miller**, VP Advancement of the Rochester Area Community Foundation (RACF).

Breakout sessions follow, with these topics and presenters:

- "How to launch & Marketing a Planned Giving Program" with Paul Bush and Cassandra George Ramos or "How to Sustain Your Planned Giving Program" with **Melissa Head** and **Marianne Virgilio**, CFRE (concurrent).

- "Building Partnerships for Planned Giving Gifts—What motivates donors and what are their expectations?" with **John Gleason**, CFRE; **Anne McKenna**; Michael Palumbos, ChFC; and donors.

- "Trends in Estate Planning and Planned Giving Learn," focusing on



changes in tax laws to help donors understand how to make planned gifts, with Edward Radin, Esq., and Burton Speer, CPA.

The conference wraps up with a luncheon featuring keynote speaker **Jennifer Leonard**, RACF president and CEO, providing reflections on the transfer of wealth in our area.

This annual event is one of the premier fundraising conferences in Upstate New York. Fundraising pro-

essionals attend this event to be at the top of their game.

Attendees will be eligible for up to four Continuing Education Units (CEUs) for initial CFRE certification and/or re-certification.

Sponsors and exhibitors at press-time included Cathedral Corporation, Crescendo Interactive, Digitech Publishing, Karpus Investment Management, Ogden Group of Rochester, Parachute Graphics, Rochester Area Community Foundation, Telecomp, Inc., University of Rochester and Uno Chicago Grill.

For information about registration, and sponsor or exhibitor opportunities, contact the AFPGV office at (585) 586-7810 or go to: http://www.afpgv.org/index.php?option=com_mc&view=mc&mcid=72&eventId=376193&orgId=afpgv.

Don't forget the exciting AFP international conference!



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

Doing the right things...right

AFPGV leadership

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Kayleigh Rae Nutting

Fundamentals Chair:

Marlisa Post

Awards Chair:

Bradley Schreiber

2013 National Philanthropy Day Chair:

Gretchen Wood

Newsletter Editor:

Ruth E. Thaler-Carter

Chapter Administrator:

Brenda Thornton

Welcome to our new members!

AFPGV represents more than 250 fundraising professionals in the Greater Rochester region and is continuing to grow, thanks to new members such as these.

We are pleased to welcome these recent new members of AFPGV:

Colleen Brade, VP and consultant, RuffaloCODY

Cynthia Chen, assistant director, Newark-Wayne Hospital Foundation

Kim Creveling, media specialist, CP Rochester

Derek Desol, writer/director of stewardship, Rochester General Hospital Foundation

Christina Irish, Country Club of Rochester

Christian Jensen, assistant campaign director, Rochester General Hospital Foundation

Richard Lane, development director, Finger Lakes Museum

Marlisa Post, development associate, Association for the Blind and Visually Impaired

Christyn Sanagursky, assistant director of development, Monroe

Community College Foundation

Samantha Sheehan, director of operations and fundraising, Metro Justice

Julia Tedasco, director of development, Foodlink

Ruth E. Thaler-Carter, freelance writer/editor, "I can write about anything!"TM

Marie Travaglini, assistant director, annual giving, Rochester General Hospital Foundation

Janine Wagner, donor relations, Rochester General Hospital Foundation

There are many benefits to becoming a member, such as involvement in and access to the resources of a national organization; unlimited opportunities to network with other fundraising professionals; discounted prices for educational programs, webinars and conferences; professional credentials; and a new job posting service that notifies members of new positions for non-profit organizations that aren't often available through other employment platforms.

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