

## 2014 conference planning is underway

*Melinda Goldberg, conference co-chair*

The date has been set for the **2014 AFP Regional Conference**: Thursday, April 3, from 8 a.m.-1:30 p.m., at the RIT Inn and Conference Center. This year's theme is "BIG Gifts," and the conference committee has planned two tracks with sessions to interest those with varying levels of professional experience.

The conference will open with a plenary session featuring **Michael J. Cooney, Esq.**, partner at Nixon Peabody. The luncheon keynote speaker will be **Holli S. Budd**, executive director of the Max and Marian Farash Charitable Foundation. As of this

# BIG gifts!

newsletter deadline, additional speakers were still being confirmed, with session topics ranging from prospect research to accountability, and from identifying donors to making "the ask."

Watch your mail for a brochure or visit [www.afpgv.org](http://www.afpgv.org) to register in early 2014.

## Welcome to our new members!

- **Amanda Defisher**, Consultant
- **Lisa Feinstein**, VP for Institutional Advancement, The Strong
- **Jeffrey Howard**, Annual Giving associate, St. Ann's Community
- **Andrew Lambrix**, Finance director, Landmark Society of Western NY

## New for 2014:

## Year-round marketing partnerships

The AFPGV Resource Development Committee has created year-round sponsor packages, providing greater exposure and visibility for suppliers, vendors and supporters.

Single-purchase opportunities for the **Regional Conference** and **National Philanthropy Day** will still be available, but the hope is to engage sponsors on a year-round basis. Packages are available at a variety of levels, beginning at \$3,500.

New offerings include sponsorship of the AFPGV website and Executive Referrals, the opportunity to sponsor monthly programs, newsletter ads, weblinks, and more!

Encourage suppliers and vendors to partner with AFPGV as a viable means to interact with area fundraising professionals at colleges, universities and secondary schools, hospitals and healthcare facilities, social services, cultural agencies, and other Rochester-area charities.

Complete offerings, sponsorship levels and associated benefits are at the chapter website at [www.afpgv.org](http://www.afpgv.org).

## Chapter presents two Gaffney scholarships, Chamberlain award

Thanks to the generosity of AFPGV board of directors members, the chapter was able to present two colleagues with the first scholarship created in memory of the late **Karen M. Gaffney**. Recipients

**Vicky Pape**, associate director of Development for Lollypop Farm, and **Beth Zogby**, director of Development for Rochester Hope for Pets, were announced at the 2013 **National Philanthropy Day (NPD)** Luncheon.

The scholarship covers 75

percent of a one-year membership to AFP, admission to four AFP programs throughout the coming year and paid admission to NPD.

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*Gaffney Scholarship recipients Zogby and Pape (left); 2013 Chamberlain Scholarship recipient de Chateau-vieux (above).*

## Scholarships, continued

This year, the scholarships were covered by donations from the AFPGV board of directors. Members are encouraged to make a gift to support this scholarship. An event to raise additional funds is in the planning stage. If you would like to assist with that event, let us know at [info@afpgv.org](mailto:info@afpgv.org).

**Meaghan Lacey de Chateauvieux** is AFPGV's 2013 **Chamberlain Scholarship** recipient.

This scholarship sends the recipient to the AFP International Conference by paying for registration, travel, and room and board, a \$1,615 value, funded by the **AFP Foundation for Philanthropy** and locally by AFPGV. The conference, to be held in 2014 from March 23–25 in San Antonio, TX, is an opportunity for fundraising professionals from all over the world to increase knowledge and develop skills in fundraising.

“The **Scholarship Committee** believes Meaghan will use what she learns at the conference to become an even greater asset to our region's robust non-profit community,” said committee chair **Julie Murawski**. “When professionals continue to develop skills and implement best practices here in the Greater Rochester area, we all benefit.”

de Chateauvieux has eight years of fundraising experience, from grassroots to higher education, and is currently director of Development and Marketing for Alternatives for Battered Women.

## From the president-elect

### Appreciation and commitment from new chapter president

*Melanie Barnas-Simmons, Our Lady of Mercy—School for Young Women*

**T**hank you for your confidence in me as I promise to do my very best to lead this premier organization over the next two years.

AFP has given me so much since I made a huge career change six years ago to join the field of philanthropy. This organization has taught me a great deal, including donor strategies, relationship building and ethics. From receiving the **Chamberlain Scholarship** to attend the International Conference in 2011, to having opportunities to serve on committees with some of the area's most successful and well-respected fundraising professionals, I have grown a lot thanks to AFP.

Please don't hesitate to reach out to me at any time with suggestions or to simply have a cup of coffee and talk shop. My virtual door is always open to my AFPGV colleagues (e-mail: [mbarnas@mercyhs.com](mailto:mbarnas@mercyhs.com)).



## AFP International focuses on public policy affecting nonprofits

*Kim Clark, Heritage Christian Services*

**I**n this time of shrinking budgets and government changes, nonprofit organizations have their share of challenges, including a proposed 28% cap on itemized deductions and other inroads on the charitable deduction.

**AFP International** took part in a “Protect Giving Day” rally on Capitol Hill last month, joining 140 organizations urging Congress to preserve the charitable deduction and avoid limiting itemized deductions. Advocates painted a picture of how the 28% cap could result in multi-billion-dollar charitable withholdings from high-income taxpayers, a setback that the nonprofit sector cannot afford.

Back in October, some local nonprofits were affected by the partial government shutdown. Organizations holding federal contracts, for business where they employ the people that they support, may have had to shut down for several days and were left to figure out how to recapture revenue before year-end.

RochesterWorks! – the nonprofit that promotes economic growth through employment and works in tandem with the Department of Labor – closed for a week, according to executive director Peter Pecor. “There were some frustrations on the part of job seekers and people using our services here, the shorter week, there was a holiday ... we had to furlough people who help people get jobs,” he said.

Other agencies had government staffers who serve on nonprofit boards and were not allowed to answer phones during the partial shutdown. In at least one case, the halt in day-to-day communication affected the success of special event planning and fundraising.

AFP encourages fundraising executives to stay informed and to always share with lawmakers the real effects of proposed and current legislation, zeroing in on the charitable tax deduction.

For a full recap of the AFP effort to influence policy, visit [www.afpnet.org](http://www.afpnet.org) and click on “Public Policy.”

### Association of Fundraising Professionals –

#### Genesee Valley Chapter

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#### Chapter & Verse newsletter

**Ruth E. Thaler-Carter**,  
Editor, designer and producer  
**Derek DeSol**,  
Communications Committee chair

## Chapter board sees changes for new year

As the year comes to an end, AFPGV is pleased to welcome these incoming new board members:

- **Jessica Cayer**, Development coordinator, the Little Theatre
- **Derek DeSol**, writer/director of Stewardship, Rochester General Hospital Foundation
- **Cynthia Pacia**, Development Operations manager, Hochstein School of Music & Dance

• **Marlisa Post**, Development associate, ABVI-Goodwill

• **Patty Schwarzweller**, director of Development, Ronald McDonald House

• **Martha (Brown) Valenti**, Capital Campaign manager, Foodlink

• **Gretchen Wood**, associate director of Development, Monroe Community College Foundation

The chapter also offers a warm thank you to the following individuals

who have given their time, talent and treasure to help grow AFPGV and are stepping down from the board. We appreciate all they have done.

- **Natalie Anderson**, VP of Development & Marketing, Villa of Hope
- **Kyle Polite**, VP of Development, Rochester Philharmonic Orchestra
- **Diane Shoger**, executive director, MCC Foundation
- **Krystyna Staub**, Development director, LDA Life & Learning Services

## Every Member Campaign supports future of fundraising

*Ryan Kelly, Al Sigl Community of Agencies*

The **Every Member Campaign** has been gaining momentum each week. Members of AFPGV have demonstrated their commitment and support of AFP in a big way!

With a few weeks before year-end, our chapter is extremely close to reaching its goal of \$7,300. Thanks to our very generous members, our chapter has raised \$6,890 – 94% of its goal! AFPGV encourages our mem-

bers to please consider making a gift to the **Every Member Campaign**. By reaching our annual fundraising goal, our chapter will be granted 25% of this amount to support a range of educational activities and opportunities.

Contributions made to AFP through the Every Member Campaign add to the value that AFP delivers to both its chapters and its members. Informative webinars, programs, con-

ferences and scholarship opportunities are all possible when donors choose to “give back” and “pay forward.” Thanks to continued support from our donors, the **AFP Foundation** continues to make important and valuable investments in the future of philanthropy and fundraising.

Thanks to all of you who have supported the 2013 **Every Member Campaign**. Let’s hit this one out of the park!

## Member news

• **Ryan Kelly** becomes director of Development at Rochester Rehabilitation as the end of the year brings about the end of the Collaborative Fundraising Division at the Al Sigl Community of Agencies. Rochester Rehabilitation is an Al Sigl member agency that also has been a Collaborative member agency for the past three years.

“I have worked closely with their president and board and am thrilled that they have asked me to continue to do so,” she said. “I will still have a very close working relationship with Al Sigl and my colleagues here.” Her last day at Al Sigl is December 23 and her new position is effective December 31.

• **Kayleigh Nutting** was featured as a *Rochester Democrat and Chronicle* Woman to Watch:

<http://tinyurl.com/lu8tj63>



• **Kyle Polite** has relocated to California for a new position as director of Development, Stanford Live at Stanford University (California).

• **Debra J. Salmon**, director of Development and Marketing at Holy Childhood, will “graduate” from Holy Childhood after 12 years to join the Office of Mission Advancement for the Sisters of St. Joseph as director of Development at the start of the new year.

• **Diane Shoger** and **Mark Pastorella** are proud to announce that the MCC Foundation received its largest gift, \$2.25 million, from alumni Robin '80 and Timothy '80 Wentworth, which will allow 40 students to attend MCC each year in perpetuity.

• **Jenna Van Thof**, formerly Development coordinator at the Lifetime Assistance Foundation, is now Special Events manager at Dixon Schwabl Advertising.



## 2013 AFPGV leadership

### Officers

**Samantha Standing, CFRE,**

*President*

**Melanie Barnas-Simmons,**

*President-elect*

**John Williams,**

*VP of Professional Advancement*

**Tiffany Paine-Cirincione,**

*VP of Marketing*

**Natalie Anderson,**

*VP of Membership*

**Anne McKenna,**

*Treasurer, Resource Development Chair*

### Directors

**Becky Herman,**

*Education Committee Chair*

**Ryan Kelly,**

*Every Member Campaign Chair*

**Kimberly Clark,**

*Government Relations Chair*

**Tammy Cohen, CFRE,**

*CFRE Chair*

**Melinda Goldberg,**

*Regional Conference Chair*

**Ryan Kelly,**

*Resource Development Committee*

**Derek DeSol,**

*Communications Committee Chair*

**Diane Shoger,**

*Ethics Chair*

**Krystyna Staub,**

*Programs & Webinars Chair*

**Katharine Bassney, Debra Salmon,**

**Debbie Zeger, CFRE,**

*Board Members*

### Other non-board positions

**Julie Murawski,**

*Scholarship Chair*

**Jessica Myers,**

*Membership Chair*

**Kayleigh Rae Nutting,**

*Social Media Chair*

**Marlisa Post,**

*Fundamentals Chair*

**Bradley Schreiber,**

*Awards Chair*

**Gretchen Wood,**

*National Philanthropy Day Chair*

**Ruth E. Thaler-Carter,**

*Newsletter Editor*

**Brenda Thornton,**

*Chapter Administrator*

### Open positions

Contact the AFPGV office to volunteer:

Secretary, Diversity/Inclusion Chair

## National Philanthropy Day is a true celebration!

*Dave Kelly, Diocese of Rochester*

**A**FPGV hosted another inspiring National Philanthropy Day celebration on November 1, 2013, at the Rochester Riverside Convention Center. All of those nominated for National Philanthropy Day awards were recognized for their remarkable contributions to the Rochester community. Both finalists and recipients were heartwarming proof that philanthropy in the Rochester area involves all ages.

This year's recipients are:

*Outstanding Volunteer Fundraiser,*

**Mark Wishman**

*Outstanding Volunteer Fundraiser-Youth (Group),* **Jack Sullivan and Catherine's Peace Team**

*Outstanding Volunteer Fundraiser-Youth (Individual),* **Luke Pisani**

*Robert A. Clinger Outstanding Fundraising Professional,* **Diane L. Shoger**

*Outstanding Corporation,* **Dixon Schwabl**

*Outstanding Foundation,*

**Riedman Foundation**

*Outstanding Philanthropist,*

**Norman and Arlene Leenhouts**

This year's National Philanthropy Day was generously supported by the **Polisseni Foundation, Community Foundation and Genesee Valley Trust Company**, as well as many other contributing organizations. The *Rochester Business Journal (RBJ)* joined as media sponsor, with **Susan Holliday** serving as event emcee—for the tenth consecutive year!

Special thanks to the committee, chaired by **Karen Humbert** and **Gretchen Wood**. Committee members included **Diana Lauria**, Hospitality chair; **Brad Schreiber**, Awards chair; **Wayne Bulling**; **Sarah Campagna**; **Becky Herman**; **Brenda Thornton**, chapter administrator; and **John Williams**. The **Communications Committee** provided press releases about



*Philanthropy in Rochester is in good hands of all ages, including Luke Pisani (above); Jack Sullivan, leader of Catherine's Peace Team (right); and the Leenhouts (below). Photos: Gene Avallone, Park Avenue Photography.*



all nominees that were distributed to area media and featured in a special *RBJ* insert at the event.

For more images from this wonderful event, from all nominees to participants, sponsors and presenters, go to:

<http://tinyurl.com/m68sqdd>

To get involved in the 2014 National Philanthropy Day Committee, contact Karen Humbert at [khumbert@admin.rochester.edu](mailto:khumbert@admin.rochester.edu).