



**AFP CALGARY & AREA CHAPTER**

# the pipeline



**ADVANCING PHILANTHROPY THROUGH EDUCATION, TRAINING AND ADVOCACY**

**FALL/WINTER ISSUE 2016, VOL. 3 ISSUE 3**

## Measuring Impact

# NPD 2016 by the Numbers

By Vincent Duckworth, CFRE, NPD 2016 Co-Chair

CHANGE THE WORLD



WITH A GIVING HEART



## National Philanthropy Day®

Despite an even more challenging economy than last year, and with support from many, the AFP Calgary & Area Chapter was able to deliver the pre-eminent philanthropy recognition event in Calgary.

Calgary is known across North America for the breadth and depth of its National Philanthropy Day® activities. We began our celebrations of philanthropy on November 8th with Professionals Forum for our fundraising and community investment professionals followed by an inspiring event, on December 9th, at the Oddfellows Hall where we held the Generosity of Spirit™ reception to honour all the nominees for our awards and their nominating organizations. And on November 15th we celebrated at one of the largest National Philanthropy Day® luncheons in North America.

2016 marks the 20th Anniversary of National Philanthropy Day® being celebrated in Calgary. 2016 is also the 20th Anniversary of the formation of the Calgary & Area Chapter of the Association of Fundraising Professionals (AFP). We had the opportunity to celebrate this great achievement during all of the events this year.

Calgary's celebration of National Philanthropy Day® would not be possible without the hundreds of hours spent planning by scores of volunteers and by the tens of thousands of dollars in sponsorship support. We are grateful to



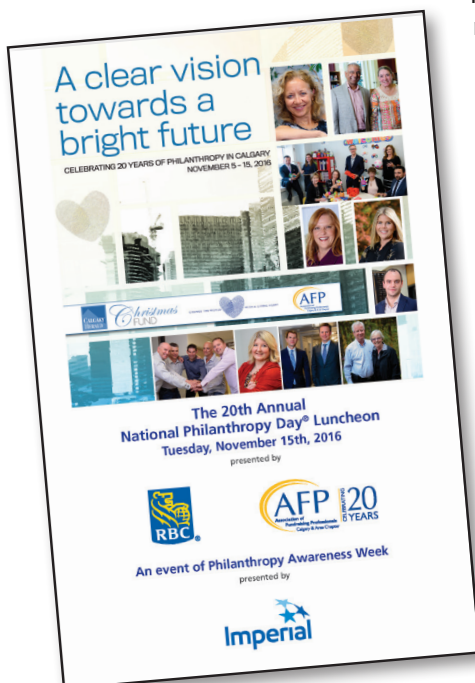
Sharon deBoer-Fyie and Vincent Duckworth  
Co-Chairs, National Philanthropy Day® 2016

volunteers. We are grateful to you, our sponsors. Thank you!

Through Philanthropy Awareness Week, our goals were to celebrate and inspire philanthropy in our communities, profile philanthropists, recognize and encourage excellence of community investment practitioners and fundraising professionals, and contribute to fundraising, philanthropy and civic betterment on local, regional, national and international levels.

### NPD 2016

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 NPD Photos Credit: Monique de St. Croix

## So how'd we do?

Here's a look at the impact of NPD 2016:



More than **60** volunteers contributed thousands of hours over the past year. Thank you!

Volunteers maintained and developed key partnerships, generating over **\$96,000** in sponsorships.



Thank you to our excellent community investment partners for your support. Lorna Carlson was honoured with the Hazel Gillespie Community Investment Leadership Award during this year's Philanthropy Awareness Week. From L to R: Vicki Reid, Cenovus; Lorna Carlson, Imperial; Dani DeBoice, Suncor, and Jerilynn Daniels, RBC.



The Governor General of Canada, His Excellency the Right Honourable David Johnston

Federal and municipal governments recognized NPD including The Governor General of Canada, His Excellency the Right Honourable David Johnston, who specifically acknowledged Calgary's 20th Anniversary, and Calgary Mayor Naheed Nenshi who, in addition to his proclamation, also attended the Generosity of Spirit™ Awards reception.



Emcee Dave Kelly shares a laugh with Kim Fox (L) and Lorna Carlson (R) representing Philanthropy Awareness Week sponsor Imperial.

We achieved an impressive Twitter reach of over

 **1.1M impressions**

– with #NPDYYC trending across Calgary and Canada.



Imperial and RBC donated

**\$20,000**

to Kids Up Front Society and Kidsport through #npdyyc.

Imperial donated

**\$3,000**

to three charities as suggested by Twitter users using #npdyyc@ImperialOil.

More than **860** people attended the NPD Luncheon, and **125** attended the Professionals' Forum generating over **\$83,500** in revenue from ticket sales. **120** guests joined us for the Generosity of Spirit™ Awards Reception.

**NPD 2016** *Continued from Page 2*

NPD Photos Credit: Monique de St. Croix



Linda and Mike Shaikh received the Lifetime Philanthropist award at the National Philanthropy Day® Luncheon on Nov. 15, 2016 for their generosity and community leadership.



AFP Calgary & Area award recipients, seated from L to R: Lorna Carlson, Imperial, Hazel Gillespie Community Investment Leadership Award; Jessica Bergen, Haskayne School of Business, Outstanding New Fundraising Professional; and Sheryl Barlage, RESOLVE Campaign, Outstanding Fundraising Professional. Back row, L to R: Wayne Steer, Chapter President; Vicki Reid, Cenovus; Linda Dudek, University of Calgary and Jackie Lewis, University of Calgary.

*A word of thanks...*



Jessica Bergen, Outstanding New Fundraising Professional

Thank you to AFP Calgary for this award, not only for the personal recognition, but for the positive reflection these awards have on our profession and the organizations we serve. As a new fundraising professional, I'd also like to extend my sincere gratitude to AFP for the support and resources they have provided over the years, which have been invaluable to both my professional and personal development.

Cheers,  
Jess



Sheryl Barlage, Outstanding Fundraising Professional

"I am so humbled to be considered among a group of fundraising professionals who have accomplished so much in their careers. For me in my career, there is no better reward than to be part of so many charitable organizations in making their impacts in society and in our communities. As I lead the RESOLVE Campaign in raising \$120 million in a nine Partner collaboration, there are many involved in making the Campaign a success. Between the founding Partners (Horizon Housing Society, The Calgary Homeless Foundation and The Mustard Seed), the six Partners who joined the Campaign (Accessible Housing, Bishop O'Byrne Housing Association, Calgary Alpha House Society, Calgary John Howard Society, Silvera for Seniors and Trinity Place Foundation of Alberta), our Campaign Cabinet led by Chair Alan Norris, our Campaign Counsel Andrea McManus who has been a part of guiding the Campaign from the outset and the governments at all levels who are contributing – it has taken not just a village but a city. Over my career, the people who have supported and mentored me and those who I have worked with are what defines philanthropy for me."

Sheryl

## Message from the President

Wayne Steer, President AFP Calgary & Area Chapter



Another November has come and gone and now we are bracing for – and embracing – the coming Christmas Season.

This past November was particularly busy with our Philanthropy Awareness Week activities, the introduction of our Emeritus Program and a formal Giving Tuesday launch.

Despite the poor economic climate in Calgary this year that saw overall sponsorship fall, the AFP Calgary & Area Chapter still had the stalwart support of our valued partners such as Imperial, RBC, Enbridge, BMO, Cenovus, Calgary Herald, Business in Calgary, CBC Calgary and even the AFP Foundation for Philanthropy Canada (more on this later). Without their support, Calgary's celebration of philanthropy would not take place.

I want to thank Philanthropy Awareness Week Co-chairs Sharon deBoer-Fyie, CFRE and Vincent Duckworth, CFRE and their team of almost 100 volunteers for putting on a great celebration this year. The highlights included a very successful Professionals' Forum under the direction of Kathy Greenwood, CFRE, that featured a 'Fireside Chat' with AFP International's Interim President and CEO, Jason Lee, JD and several outstanding break-out sessions. It also featured our Professional Awards Ceremony recognizing Imperial's Lorna Carlson as the recipient of

the Hazel Gillespie Community Investment Leadership Award, RESOLVE CAMPAIGN's Sheryl Barlage, CFRE as the Outstanding Fundraising Professional and Haskayne School of Business' Jessica Bergen as the Chapter's Outstanding New Fundraising Professional.

The Generosity of Spirit Awards™ took place in the ball room of Cenovus' Odd Fellows Temple/Calgary Chamber of Commerce under the direction of Bobbi Turko and Gisele Bouchard with special presenting guest His Worship Mayor Naheed Nenshi. This event hearkened back to the days when the ceremony was held in a more intimate, grand setting.

The National Philanthropy Day® Luncheon was spectacular again with emcees Dave Kelly and Angela Knight masterfully keeping the flow of the event and its more than 800 guests upbeat.

One of the events planned for Philanthropy Awareness Week that did not take place as planned was the ConocoPhillips Youth Forum. Co-chairs Sheliza Kassam and Paul Hong put a great deal of time and effort into creating a fantastic program targeting university students but mid terms and other student demands created a low registration and prompted a postponement until the Spring with the blessing of ConocoPhillips' Barb Simic.

The Chapter also celebrated our first Board Emeriti and Leadership Council celebration which was the culmination of the great work of Chair Debra Ramage and Co-chair Ruth Hummel and the team of Derek Fraser, CFRE, Chair, AFP Calgary & Area 20th Anniversary Celebrations, Cheryl Hamelin, CFRE, Stu Reid and Brian Duclos. This celebration was proudly sponsored by Joan Black and KCI – Ketchum Canada and featured comments by special guest AFP International's Interim President and CEO, Jason Lee, JD.

We rounded out November with a special kick-off for GivingTuesday on Tues., Nov. 29 at Cenovus' Odd Fellows Temple/Calgary Chamber of Commerce arranged and hosted by Derek Fraser, CFRE and made possible by Cenovus' Vicki Reid.

We wish you all a fruitful December with some well deserved down time for Christmas, Hannukah and just plain old R&R with family and friends.

Thanks for the gifts you help make possible, the gifts you offer and the gift that you are.

Sincerely,  
Wayne Steer, President





You want inspiration and insight? Are you ready to transform your non profit's performance? If so, you won't want to miss Banff Compass 2017, featuring one of our sector's most sought-after speakers, Bernard Ross. He will launch the conference with an opening plenary on Big Ideas in Fundraising and Strategy, and offer sessions throughout the two-day event.

Ross is Director of The Management Centre (=mc), a leading training and consultancy organization working to transform the performance of value-driven organizations worldwide. In July 2013, Ross was voted most inspiring

speaker in the USA by Fundraising Success magazine. His clients include some of the world's largest INGOs including Oxfam, UNICEF, Amnesty International and Greenpeace.

He has published three books – two with fellow =mc Director Clare Segal – and one with =mc USA partner Penelope Cagney. His first book *Breakthrough Thinking* won the Terry McAdam Award for best non-profit management book in the USA 2004, the only time Europeans have won this award.

Banff Compass 2017 is an excellent value for your money, especially with today's

U.S. exchange rate. If you can budget to attend only one conference next year, this is it. You will earn 16 CFRE – that's more points for roughly half the money than other AFP conferences.

Hold the date in your calendar – May 8-11, 2017 – and plan to join us. Registration opens in January. Banff Compass is a very special conference. But it's only open to 120 people. That's it. Will you be one of them?

See you in Banff!

*Adriana Simon, Co-Chair  
Ben Crews, Co-Chair*

## You spoke, we're listening

### Program Committee Reviewing Results of Education Survey

By Miranda Diakiw

This past October, the AFP Calgary & Area Chapter sent out a survey to our AFP community. This was a follow-up to an earlier survey conducted by a group of students from Mount Royal University. The purpose was to gather information on you, our members and partners, and to discover what you are looking for in educational and professional development programming. Thank you to everyone who participated in this survey.

Some highlights from the survey findings include:

- Over half of respondents indicated that their organization paid for their AFP membership, but 30 per cent of those also indicated that they received less than \$500 per year in professional development funding;
- 70 per cent of respondents attended an AFP event last year;
- Most popular topics that people were interested in hearing about were: trends in fundraising, non-profit management and leadership, and prospect research; and

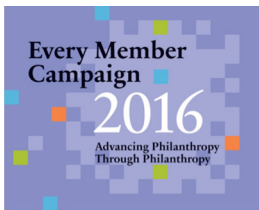
- Our social media engagement needs some work. LinkedIn was the most popular way to engage through social media, but that was a small percentage of survey respondents.

#### Take Aways

From the survey, we learned that our reach is minimal, and engagement is low with 67 respondents from a survey population of 659. Among those who are most engaged are our luncheon attendees, who say they will continue to attend those luncheons. People value AFP Calgary & Area more as a professional development resource than as an educational resource.

The survey will remain open, so if you haven't participated yet, please do so. Your feedback allows us to continue to provide valuable and relevant programming! You can access the survey at <https://www.surveymonkey.com/r/GZTTR73>.

Thank you!



## How to Turbocharge Your Giving – To Yourself

By Michelle Regel, CFRE, Every Member Campaign Chair

### AFP Calgary Board to match your gift in final push to goal Give Now @ [Calgary Every Member Campaign](#)

We are probably all aware of Francis of Assisi's quote, "For it is in giving that we receive" and we probably use it to inspire those most faithful to our causes to give and receive more from the experience. A matched gift will ensure you get more for your donation to our Every Member Campaign, and your chapter is prepared to do this for and with you to reward your participation.

We are currently at 78 per cent of our goal of \$19,960, and we need your generous gift now to help us reach our target by year end.

While we are all engaged in the business of creating hope and opportunities for others by sharing the impact they have in the community through the agencies we work for, we often overlook the joy of giving a gift to ourselves and our most honoured and valued colleagues.

One example of our forgotten gift to ourselves and our fellow fundraisers is the AFP Calgary & Area Professionals' Forum. AFP Foundation for Philanthropy

Canada has been a significant sponsor of this event for many years.

Did you know that funds from the AFP Foundation for Philanthropy Canada come directly from us? The more money we donate, the more money comes back to us. If we reach our 'low goal', we get 25 per cent of those funds back; if we reach or exceed our 'high goal' of \$21,956, we get 35 per cent of those funds back.

**Funds from the AFP Foundation for Philanthropy come directly back to our Chapter.**

Here are the dollars and sense of the matter: the chapter is about \$5,000 short of our low goal with only 57 members donating this year compared to 74 members at this time last year. In order to help us meet that goal, **the Board has decided to match your donation dollar for dollar.**

In the immortal words of Sham-Wow's Vince "... and that's not all!" On top of that, when we meet or exceed our low goal, your Board will kick in the extra funds required to meet our high goal and bump your collective return on investment.

To show that we are serious, two of your Board members and I have committed to donating \$1,000 or more to our chapter AND 100% of your board is invested – we practice what we preach.

We are not asking you to donate at that level if you are not able. Frankly, participation is every bit as important as dollar value. We encourage you to make a one-time donation of \$25, \$50 or better yet, become an Alpha Donor with a \$10 monthly donation (equivalent to roughly three Americanos at Starbucks).

Please consider investing in our sector, and in your local professional development opportunities by donating to the AFP Foundation for Philanthropy Canada.

## GivingTuesdayYYC



Dr. Lucy Miller, President and CEO of the United Way of Calgary, addresses the GivingTuesdayYYC Kick-off event at the Odd Fellow Building on Tues., Nov. 29. Thank you to Cenovus Energy for hosting the event!

## Years of Fundraising Experience



On Nov. 8, 2017, AFP Calgary & Area Chapter recognized board members and other leaders who have given significant service to the growth and development of the Chapter, which is celebrating its 20th Anniversary this year. Shown here are the inaugural Leadership Emeriti honourees – the Class of 2016. Thanks to all for your service to the sector!

Stay informed and up to date with AFP Calgary & Area Chapter's Facebook, LinkedIn and Twitter sites!

