



National Philanthropy Day®

PRESENTED BY



2024 National Philanthropy Day

REPORT TO SUPPORTERS

Generosity of Spirit | NPD Luncheon | 30th Anniversary



Thank You for Making the 2024 National Philanthropy Day Celebration a Success!

If you're reading this, it means you played an important role in making the 2024 National Philanthropy Day celebration a truly special occasion. Whether you were honoured, sponsored, attended, or supported someone who did, your involvement helped create a day filled with gratitude, generosity, and community spirit.

At AFP Calgary & Area Chapter, this event holds a special place in our hearts. It embodies the true spirit of a "labour of love"—a moment to recognize and celebrate the extraordinary contributions of our fellow Calgarians, Albertans, and those who are passionate about making a difference. We hope you were inspired by the heartfelt stories shared, the connections made, and the lasting memories created. It was an unforgettable experience, made possible because of you.

Celebrating 30 Years of AFP Calgary & Area Chapter

This fall marked a significant milestone for AFP Calgary & Area Chapter—the 30th anniversary of our formation. In late 1993, a dedicated group of Calgary fundraisers came together to establish the Canadian Society of Fundraising Executives (CSFRE), allowing Calgary to host the Certified Fundraising Executive (CFRE) examination at local proctored sites. Shortly after, the chapter was officially registered as a non-profit organization, operating under the name National Society of Fundraising Professionals (NSFRE) and aligning with the largest network of fundraising professionals in the world. In 2003, our parent organization rebranded as the Association of Fundraising Professionals (AFP), growing into a global network with 240 chapters worldwide.



Today, AFP Calgary & Area is one of the largest and most active of the 20 chapters in Canada. This year marks the 28th annual National Philanthropy Day and 30 years of offering professional development, advocacy and networking opportunities for non-profit sector professionals.

To commemorate this milestone, we launched the **Legacy of Spirit Campaign**, aimed at raising funds to support scholarships for professional development. By partnering with the **AFP Foundation for Philanthropy Canada**, we created a unique opportunity for donors to contribute directly to the growth and education of fundraising professionals in our community.

Other Key Milestones in Our 30th Anniversary Year:

- **Introduction of a new Generosity of Spirit Award – Community Catalyst Award**
- **Illuminating the Calgary Tower** in AFP brand colours on November 15, 2024, in recognition of National Philanthropy Day
- **Media Partnership with CORUS Entertainment** to amplify our message of philanthropy and community impact

EVENT ATTENDANCE AND IMPACT

We are pleased to share the key numbers from the **2024 National Philanthropy Day Celebration**, highlighting the incredible turnout and community engagement:

- **Total Attendance:** 484 at National Philanthropy Luncheon – an increase of 27% from 2023
- **Number of Local Organizations Represented:** 70
- **Guests at GOS Reception:** 85
- **Number of Sponsors:** 10
- **Number of Award Recipients:** 9
- **Number of Volunteers:** 20
- **CORUS Media:** Radio and television advertising; listing “In Community”
- **Videos:** 9 – produced by Kelly Brothers Productions
- **Recognition and advertising in Fab Four:** 48 weekly editions
- **Media Impressions:** over 1,000 impressions on LinkedIn and 600+ reach through all social media
- **Programs, Postcards:** 500 with pictures dating back to the beginning of the Chapter, honouring past leaders, member and honourees



HONOUREES

The Generosity of Spirit Awards celebrate individuals, families, corporations, and groups whose philanthropy has made a profound impact on our community. We are honoured to recognize the following outstanding recipients for their generosity, leadership, and dedication to making a difference:

🏆 Lifetime Achievement Award

★ **Stan Grad (Posthumously)**



Don Taylor

🏆 Outstanding Philanthropic Family

★ **Don & Ruth Taylor**



🏆 Outstanding Philanthropic Group

★ **The Energizing Communities Collective**



A few of the 26 members of the Energizing Communities Collective



*For the Grad Family:
Samantha Wharton & Elan Lees*

🏆 Doc Seaman Outstanding Individual Philanthropist Award

★ **Gary Nissen**



*Gary Nissen with his family
& friends*

🏆 Outstanding Corporate Supporter

★ **TC Energy**

🏆 Community Catalyst Award

★ **Alex Halat**



*A moving interview with Alex
Halat and Dallas Flexhaug*

OUR GENEROUS SPONSORS

The success of the **2024 National Philanthropy Day Celebration** and the **30th Anniversary of AFP Calgary & Area Chapter** would not have been possible without the incredible support of our sponsors. Their generosity and commitment to philanthropy helped us create a meaningful and inspiring event.

PRESENTING SPONSOR



MEDIA PARTNER



PRESENTING SPONSOR – GENEROSITY OF SPIRIT (GOS) RECEPTION



DOC SEAMAN OUTSTANDING INDIVIDUAL PHILANTHROPIST AWARD SPONSOR



We extend our heartfelt gratitude to each of our sponsors for their invaluable contributions. Their support helps us celebrate and elevate philanthropy in our community, ensuring that generosity continues to inspire and make a lasting impact.



LEGACY OF SPIRIT SPONSORS

 Global Philanthropy Canada



EVENT SUPPORTERS

 Video-Taping Studio: Glenbow

Glenbow

 Set Staging: Arts Commons



PROFESSIONAL AWARDS – 2024 Recipients

The Professional Awards recognize excellence in fundraising and community investment leadership, celebrating individuals who have demonstrated outstanding commitment, innovation, and impact in the philanthropic sector.

Outstanding Fundraising Professional	Brian Bowman, CFRE – SAIT Polytechnic
Outstanding New Fundraising Professional	Sandra Wong, CFRE – University of Calgary
Hazel Gillespie Community Investment Leadership Award	Sarah Wilson Cook – MEG Energy

We applaud these exceptional professionals for their dedication to advancing philanthropy and strengthening the charitable sector. Their leadership and passion inspire meaningful change in our communities.

DISTINGUISHED GUESTS



Her Honour, the Lieutenant Governor of Alberta, Honourable Salma Lakhani, AOE, BSc., LLD (hon)



Her Worship, Jyoti Gondek – Calgary Mayor



Gloria Stewart (l) & Andrea McManus (r), founding board members of AFP Calgary & Area Chapter

VOLUNTEER LEADERSHIP – GENEROSITY OF SPIRIT (GOS) & NATIONAL PHILANTHROPY DAY (NPD)

COMMITTEES

NPD 2024 Steering Committee: Jason Lyver, Chair; Kris Fernet, Vice-Chair; Pam Snowdon, Vice-Chair; Brittney Wynnyk, Chair – GOS Committee; Daniel Mills; Lorie Abernethy, MA, CFRE (Chapter Executive Director)

GOS Committee: Whitney Bawel; Jasmine Crosilla; Jessica Dirom; Karen Filbert, CFRE; Darlene Switzer Foster, Chelsey McNeil; Christy Repchuk; Natalie Riddle; Catherine Sheers, CFRE; Jessica Zutz

NPD Luncheon Event: Madi Carter, Chris Cutler, Candice McCarthy, CFRE; Nadine McClure, Wylma Williams



2024 NPD Steering Committee

GENEROSITY OF SPIRIT

Nominations for the Generosity of Spirit Awards opened February 1, 2024. Deadline for submissions was Friday May 31, 2024.

The glass awards for the Generosity of Spirit award Honourees, and the AFP Professional awards, are designed and handblown by Julia Reimer, Firebrand Glass in Diamond Valley, AB – each award is unique and inscribed with the name of the award recipient.

Generosity of Spirit awards and ticket sales for National Philanthropy Day were advertised weekly in AFP Calgary & Area's weekly newsletter, the Fab Four, and through our Facebook page, LinkedIn and shared through over 900 followers and subscribers through LinkedIn.

