

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®



National Philanthropy Day

*Pictured above: 2024 Outstanding Philanthropic Group –
Energizing Communities Collective
Nominated by: Classroom Champions*

GENEROSITY OF SPIRIT NOMINATION FORMS, GUIDELINES & TIPS 2025

Jason Lyver and Pam Snowdon are the 2025 National Philanthropy Day Co-Chairs. Jason, and Pam, working along with committee members Brittney Wynnyk (GOS Chair), Daniel Mills, and Lorie Abernethy, Chapter Executive Director are excited to host this year's NPD Luncheon on Wednesday, November 12, 2025

This document has been prepared to assist you with completing your nomination for the Generosity of Spirit Awards. It includes the questions required to complete the nomination, the Nominee AND Nominator Disclaimer forms, and the checklist for a complete nomination. If you have any questions at all, please contact our Chapter Executive Director. Lorie Abernethy, at the contact points below, and she will be happy to assist you.

AFP Calgary & Area Chapter Contacts:

info@afpcalgary.com or 403.297.1033

Deadline for submissions is 6 p.m., Tuesday, May 20th, 2025



2025 National Philanthropy Day® and Generosity of Spirit Awards™

National Philanthropy Day® (NPD) is recognized across North America on November 15th. NPD is the special day set aside to recognize and pay tribute to the great contributions that philanthropy – and those people active in the philanthropic community—have made in our lives, our communities and our world.

It reminds us of what we can achieve and what lies ahead in the future. As we celebrate NPD and our achievements, we celebrate the promise of a better tomorrow. Any non-profit organization in the geographic area served by AFP Calgary & Area chapter may submit a nomination, you *do not* need to be a member of AFP. We encourage you to spread the word to colleagues, family, and friends.

This year we will celebrate National Philanthropy Day on Wednesday November 12, 2025, at the Hyatt Regency on Centre Street S. The Calgary Tower will be lit in AFP colours, Gold and Blue, on Saturday November 15th to commemorate the actual National Philanthropy Day.

NPD is a celebration of philanthropy—giving, volunteering and charitable engagement—that highlights the accomplishments, large and small, that philanthropy makes to our society and our world. It celebrates charitable accomplishments and encourages Canadians to give back to their communities

Table of Contents

- National Philanthropy Day 0
- Call for Nominations 2
- About the Awards 2
- How it Works..... 3
- IMPORTANT DATES 3
- Important Nomination Considerations 4
- Nomination Guidelines 4
- Nomination Guidelines (*continued*) 5
- Nomination Categories 6
- APPLICATION CHECK LIST AND ENDORSEMENT **Error! Bookmark not defined.**
- Tips for writing quality GOS nominations 7
- NOMINATION QUESTIONS 8
- ADDITIONAL FORMS REQUIRED..... 9
- 2025 NOMINATOR DISCLAIMER AND ENDORSEMENT 9



Call for Nominations

National Philanthropy Day® (NPD) is recognized across North America on November 15th. NPD is the special day set aside to recognize and pay tribute to the great contributions that philanthropy – and those people active in the philanthropic community—have made in our lives, our communities and our world.

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NPD is a celebration of philanthropy—giving, volunteering and charitable engagement—that highlights the accomplishments, large and small, that philanthropy makes to our society and our world. It celebrates charitable accomplishments and encourages Canadians to give back to their communities

About the Awards

AFP Calgary and Area Chapter recognizes the many individuals, families, groups and businesses who demonstrate the spirit of philanthropy through outstanding contributions of time, talent, leadership and financial support. The Generosity of Spirit™ Awards provides the opportunity to acknowledge and celebrate these philanthropic leaders that make a difference in our community – whether the community is local, regional, national or international.

Generosity requires participating to make a difference; it is a tool to create a better world. Your nominee's generosity can be characterized as voluntary, powerful, multi-faceted, active and self-perpetuating.

For the past **27 years**, the Generosity of Spirit™ (GOS) Awards have been a vital component to National Philanthropy Day®. This day provides an opportunity for non-profit organizations, professionals, volunteers, service organizations and others in the community to acknowledge and showcase their philanthropic partners. We are proud to accept nominations in the following categories*:

- **Corporate Philanthropist**
- **Small Business Philanthropist**
- **Philanthropic Group**
- **Doc Seaman Individual Philanthropist**
- **Philanthropic Youth**
- **Philanthropic Family**
- **Lifetime Achievement Philanthropist**

**Please note, AFP Calgary & Area Chapter reserves the right not to award in any of the categories*



How it Works

*Any non-profit organization in Calgary and surrounding area, may submit a nomination application in any or all of the GOS award categories for a donor(s) to their organization. Nomination applications are reviewed by a jury of fundraising professionals and industry partners to determine an Honouree in each of the GOS categories. Please note that AFP Calgary & Area Chapter reserves the right to **not** select a recipient in any category, should there be an inconclusive winner.*

AFP Calgary & Area Chapter will inform the Nominating Organization(s) of the results of the jury selection by email. Members of the GOS Committee will be assigned as a liaison to each of the Honourees. The GOS liaison will work with the representative of the Nominating Organization to provide all the details of the Awards Luncheon and Presentation.

Each Honouree will be required to attend a video shoot with Kelly Brothers Production. The video will illustrate the impact of the Honouree in the community and for the Nominating Organization specifically. It is critical that the Honouree be available for the video shooting day; this will be confirmed at the time of selection of the Honourees. The video will be used at the Awards Luncheon and will be available on the Chapter's You Tube Channel and Website for recognition and future reference. It is important to note that missing the video shoot can result in additional costs. We ask that you pay careful attention to the scheduling of this session. The Nominating Organization is expected to attend National Philanthropy Day events that recognize and honour your nominee.

That's it in a nutshell. Now here are the details.

IMPORTANT DATES

- Deadline for Nominations to be received onlineTuesday May 20, 2025 @ 6 pm
- Generosity of Spirit™ Honouree Reception Wednesday August 27 , 2025
- Impact Video taping Tentative early September 2024
- Public Announcement of Honourees August 30, 2025
- Early Bird Tickets go on sale to the public.....September 3, 2025
- National Philanthropy Day® Awards Luncheon Wednesday, November 12, 2025



Important Nomination Considerations

Generosity of Spirit™ Award Recipients are honoured as part of National Philanthropy Day. Therefore, there are **three (3)** key events that nominees must attend:

1. **Generosity of Spirit™ Awards Reception**, to be held in late August (date TBD). This is the formal announcement of the Honourees, with a special award presentation. This invitation-only event is for Honourees and their Nominating Organizations and will provide information on date and location of the video shoot, the November 15th luncheon, and provide the opportunity to network and socialize with the other Honourees.
2. **Generosity of Spirit™ Awards Impact Video taping**, to be held in early September (date and location TBC). The impact story of the Honouree is captured in a short video, compiled by Kelly Brothers Production, that reveals the meaningful back story of philanthropy through the eyes of those who have benefitted from the support of the honour, and the Honouree's motivations for giving.
3. **National Philanthropy Day® Generosity of Spirit™ Awards Luncheon** on Wednesday, November 12, 2025. This event will be held in the Ballroom, Hyatt Regency **Calgary**; **doors will open at 11:00 am**. The program begins at 12 noon. **The luncheon tends to run approximately TWO hours – so please allow sufficient time in your day to enjoy networking, greeting your guests and hearing about this year's honourees.** Please note that this is a ticketless event; you will receive your table number in advance and registration volunteers will be on hand to assist you.

Nomination Guidelines

- Nominators may submit nomination Applications in more than one category for the same nominee or multiple nominees.
- Nominations **must** be submitted on the AFP Calgary & Area Chapter website fillable form found under "National Philanthropy Day | Generosity of Spirit Awards" at <https://afpcalgary.ca/>
- Joint nominations from individuals or organizations are encouraged (maximum of 2). Please include a contact person for each nominating organization
- Re-submission of previous nominees who have not been selected in a previous year is encouraged.
- Posthumous nominations will be accepted (in all categories) however only in the year following their passing; for this application individuals who passed away after January 1, 2022
- Nominations will be held-over for two years. Therefore, if your nominee is not selected this year, their nomination will be considered again in 2024 and 2025. You must agree to this in the application to ensure you are in agreement with this. Nominating organizations will be given the opportunity to update information, should their Nominee be considered in one of the future years; and if inappropriate at that time, may opt out of this if they choose.



Nomination Guidelines *(continued)*

- Your nomination application includes four (4) questions; nominations in the Lifetime Achievement category MUST answer an additional fifth (5) question
- ONE letter of support is required for each nomination application. This supporting letter MUST be from an external individual, organization or company. It cannot be from a board member of the nominating organization. Executive directors and staff are prohibited from supplying the Letter of support for their own organization.
- In order to best serve your nomination, the GOS Jury may move your nominee to a more appropriate category. If this is the case, you will be consulted prior to final selection of the award category.
- In the case of **Corporate/Small Business** categories, the Nominee's support MUST be philanthropic in nature, rather than sponsorship or cause marketing.
- **Specific/singular special events CANNOT be nominated.** Events or a series of events can be PART of an overall philanthropic program, strategy or engagement but one event cannot be the sole focus of the Nominee's involvement.
- **Family Foundations** cannot be nominated; the family may be nominated.
- The Nominee may have received the GOS Award previously, but it must be more than 5 years ago. Please check with the AFP Calgary & Area website for details at <https://afpcalgary.ca/generosity-of-spirit-awards-past-honourees/>, or contact the Chapter Administrator at info@afpcalgary.com
- No materials other than those outlined will be accepted. Any additional material will be disregarded.
- **Late submissions will not be accepted.**



Nomination Categories

1. CORPORATE SUPPORTER:

Bestowed upon a corporation or corporate foundation with 100 or more full-time equivalent employees. Sponsorship support and cause marketing will not be considered for this award.

2. PHILANTHROPIC SMALL BUSINESS

Bestowed upon a small business with fewer than 100 full-time equivalent employees. Sponsorship support and cause marketing will not be considered for this award.

3. PHILANTHROPIC GROUP

Bestowed upon groups such as service clubs, associations, employee groups, or people who have joined together to help change their part of the world. The group must be fully voluntary and have made contributions of time, talent and/or treasure. Please focus on the philanthropic activities of the group. Singular/specific events themselves cannot be nominated. Events can be used as examples of the group's efforts.

4. DOC SEAMAN INDIVIDUAL PHILANTHROPIST

Bestowed upon an individual whose time, talent and treasure have made a significant impact on philanthropy. Financial contributions may be made through his/her personal foundation. The nominee cannot be an employee of the nominating organization.

5. PHILANTHROPIC YOUTH

Bestowed upon an individual under the age of 25 who has demonstrated exceptional skills in coordinating and motivating others to engage in one or more fundraising project(s) that has/have made a significant impact on the nominating organization.

6. PHILANTHROPIC FAMILY

Bestowed upon a family that demonstrates the Spirit of Generosity™ through gifts of time, talent and treasure to the nominating organization and to others. The family may be known in the community for its support of philanthropy over several generations, or may be a young family that is teaching children the value of giving to others by being involved in the community. Family foundations are not eligible.

7. LIFETIME ACHIEVEMENT PHILANTHROPIST

Bestowed upon an individual or couple who have demonstrated a long history of philanthropy and has been a pioneer in advancing philanthropic support to the charitable sector.

8. COMMUNITY CATALYST

This award celebrates an outstanding individual who is mobilizing their community to raise awareness and economic support for charitable causes, through activities such as third-party fundraisers, peer-to-peer fundraising, and events that support the charity. The recipient cannot be a paid staff member of any benefiting organization.

Tips for writing quality GOS nominations

The key to a well-written nomination is providing evaluators with specific information illustrating how the individual's or group's achievements have made a positive impact on your agency or organization. The number of examples is not as important as ensuring that the nominee's (or nominees') contributions match the specific award criteria, and that there are measurable results. The selection committee relies on your words and examples to "see" your nominee's attributes and contributions.

- It is the quality and impact of a nomination(s), not the quantity of gifts received for a nominee that is of the most importance.
- Be specific and concise about the significant impact the nominee has made as a result of their actions. Be specific - Virtually every nomination uses terms like, "above and beyond," and "dedicated." While we have no doubt these things are true, these phrases don't help us to know why your nominee stands out. Giving clear, concise examples that provide insight will be much more valuable.
- An exceptional nomination will describe the qualities the nominee exhibits specific to the nomination category; describe the scope and impact of your nominee's contributions
- Answer the "WHAT" & "HOW":
 - WHAT did the nominee(s) do?
 - HOW did the nominee(s) do it?
 - WHAT were the results and/or impacts?
- Show that you value the contributions of you nominee(s). Write from the heart, but provide as much specific information as you can
- If there are any acronyms that not everyone may know about, remember to explain them.
- Include a closing statement which reinforces the notable attributes of your award submission
- Make every sentence/bullet point count! Successful nominations have enough details to make the case for the nominee's achievement.
- PROOFREAD! Grammatical errorz, typos, and misspellllled words detract from the qualityof the the nomination. oops!

Generosity of Spirit Past Honourees

Not sure if your nominee has received the award before? Check our list of past honourees at the link below:

Visit <https://afpcalgary.ca/generosity-of-spirit-awards-past-honourees/> to review past Generosity of Spirit™ Honourees

Ready to write? Great.... Here's the questions you'll be answering in the online form.

NOMINATION QUESTIONS

(3000 characters, or approximately 500 words maximum for each response)

To be completed **ONLY** using the online form

1. Evidence of direct gift support

- Projects/purposes that the gifts(s) supported
- Impact of gifts on the community or individuals
- Evidence of leadership in gift contributions to charities

2. Evidence of encouragement and motivation given to others to take leadership roles in philanthropy

- Include leadership roles such as campaign chair, foundation volunteer, board president or other volunteer involvement that is fundraising related
- Evidence of involvement in recruiting and managing fundraising boards, special projects or fundraising volunteers
- Indicate nominee's willingness to play a public role or make presentations on behalf of organizations to raise charitable funds

3. Tell us what makes this Nominee unique in their philanthropy that has lead you to want to nominate them for this award. Include things such as:

- Evidence of this nominee's inspired gifts and other meaningful financial support to other charitable organizations over a period of time
- Emphasize overall commitment to charitable giving

4. Evidence of impact as a result of their philanthropy. Please provide us with an impact story from your organization that demonstrates the contribution to achieving the mission of your organization.

- A story from one of your clients, alumni, patients, or volunteers that demonstrate meaningful impact
- Examples of creative fundraising ideas and implementation that the nominee introduced or implemented that the organization may not have used in the past
- Innovative and entrepreneurial thinking that has developed a new revenue stream or created partnerships for the beneficiary charity that did not exist in the past

5. For Lifetime Nominees only: Describe the history and impact of the Nominee's philanthropic activity in the community.





ADDITIONAL FORMS REQUIRED

In addition to the Nomination Form with questions, there are two additional forms that you download from the website, complete and submit. The first is the Nominator Disclaimer and Endorsement

2025 NOMINATOR DISCLAIMER AND ENDORSEMENT

A complete nomination package includes:

- Nomination Form: Contact information for nominee and nominating organization(s)
- Completed Nomination Questions – 500 words per answer, including characters
- ONE Letter of Support from an external organization (not the primary or secondary nominating organization)
- Application Check List and Endorsement (**This document**; to be completed and uploaded as a pdf along with the elements above completed online.)

The Generosity of Spirit Awards and the Awards Luncheon are a critical element in our celebration of philanthropy in our community. We ask that you make every effort to ensure the following, and ask you to initial these three statements:

_____ I have informed the Nominee that, if selected, they will be **invited to attend (or send a representative(s) of their choice) to the Generosity of Spirit Awards Reception** (*tentatively: Wednesday August 27, 2025*) and have agreed to do so.

_____ I have informed the Nominee that, if selected, they will be **required to attend the impact video shoot**– tentatively scheduled for late August/early September 2025. Due to Production costs and tight schedules, it is essential for Nominees to do their utmost to accommodate the video shoot. These deadlines allow the video producers The date of the video shoot session is set by our video production company to allow them sufficient time for a smooth and timely process and a high quality video. They will work to ensure that should you miss the designated appointment; other arrangements will be made. There may be a cost associated for this rescheduling.

_____ I have informed the Nominee that, if selected, they will be **required to attend the National Philanthropy Day® Celebration Event on Wednesday November 12, 2025** and will engaged in a table-side conversation with the emcee and they have agreed to do so.

NOTE: nominations that include information or materials in excess of what has been requested **WILL be DISQUALIFIED.**



The following have been completed: (Please check all that apply)

(To be confirmed by primary nominating organization contact)

- I have informed the Nominee that their award application will stand for two years with the understanding and commitment that the nominating organization will contact the nominee to confirm and refresh the second year's application.
- The Nominee is aware of the potential commitments being an Honouree carries and has signed the disclaimer below.
- I have confirmed that the Nominee is willing to allow their name to stand for this Award (Nominee's signature is attached) and will attend the required events.
- I have included a quote from the Nominee referencing the importance of philanthropy in the Nominee's life or community.
- I have informed the Nominee that the **Chapter Executive Director and members** of Public media may contact them for an interview if selected and if so, they have agreed to be interviewed at a convenient time and date.
- I am aware and have informed the Nominee that, if selected as an Honouree for specific categories, their nomination may be submitted, at the discretion of the AFP Calgary & Area Chapter Executive Committee, for the corresponding AFP International Awards.
- I have asked the Nominee to complete the Nominee Disclaimer and have uploaded it with the application.

NOTE: Failure to have the nominee initial and sign this page will disqualify your nomination



NOMINEE DISCLAIMER

***** You will find this document along with the other 2 pages on the website that you can download, complete and submit with your nomination. *****

Please Have Your Nominee Complete the Following

**Upload this signed and completed document
before submitting your nomination**

- I/we _____ have read the above requirements and agree to let my name/company/group/family stand for nomination in the **Generosity of Spirit™** category of _____.
- I agree to attend (or send a representative) **IN PERSON to each** of the following events: *(please initial the following statements)*
 - Generosity of Spirit Awards Reception** (Wednesday August 28, 2024) for the formal announcement of the award, to learn about what to expect in the lead up to the November 15th luncheon , meet other honourees and next steps.
 - Impact Video taping session – requiring approximately one hour for filming in an interview format. (Tentative – late August / early September; date TBD)
 - National Philanthropy Day® Celebration Event on November 15, 2024,** and may be interviewed by the emcee.

Nominee Full Name (print)

Signature of Nominee or
Official Representative (if corporation)

NOTE: Failure to have the nominee initial and sign this page will disqualify your nomination