



# 2009 Annual Report

## Many Successes in 2009

### AFP Board 2009

Gary Brewer, CFRE  
Lisa Blackwelder  
Michael Slaymaker  
Lashon Henderson  
Eric Welch, CFRE  
Sherry Paramore  
Suzi Albrecht  
Terry Knox, CFRE  
Tracie Morris  
Lauren Nelson  
Neil Dentzer  
Marilyn Hattaway, CFRE  
Donald Hale  
Debra Lowe  
Anita Campbell, CFRE  
Kathleen Green  
Kelly Dowling  
Laine Powell  
Todd Ruopp  
Karen Revels  
Greg Goddard  
Barbara Blackwell

Happy Holidays from  
AFP, Central Florida



2009 was a banner year for the AFP Central Florida Chapter. Our Chapter set many attendance records especially at Education offerings and at National Philanthropy Day.

On behalf of all the fundraising professionals who are members of the Association of Fundraising Professionals (AFP) here in Central Florida, I want to thank you for furthering our mission of advancing philanthropy and helping to make Central Florida an even better place to live and raise a family.

### Communications

Vice President: Suzi Albrecht

In 2009, AFP utilized email marketing to keep in touch with our fundraising colleagues. We continued our monthly e-newsletter, as well as updates for luncheons and special events. As always, we encouraged and welcomed our members to submit news of their own for inclusion in our e-communications. This might have been special events, promotions, job postings, people on the move, major news, photos and more.

In 2010, we will expand our presence on Facebook in 2010, linking updates to Twitter. Social networking will help our members interact even more,

The non-profit sector is a critical component of the Central Florida economy. AFP members play an essential role in securing the quality of life we all enjoy.

I would like to thank all the Board members and volunteers for their commitment and dedication to the Chapter in 2009.

Have a wonderful Holiday Season!

Sincerely yours,

Gary A. Brewer  
Chapter President

outside of our monthly luncheons and events. This will also be a way for us to share more things, and quickly - like industry news and photos of recent member events.

We will plan to work more closely with AFP's student chapter in 2010, and engage our community's emerging group of fundraising and philanthropic leaders. We will also expand the communications team with a student or professional member (ie - we're seeking a volunteer) to help with our communications needs. For questions or suggestions on how to enhance AFP's communications email Suzi Albrecht at [suzi@albrechtcommunications.com](mailto:suzi@albrechtcommunications.com).

## National Philanthropy Day 2009



This year's National Philanthropy Day built upon the success of our 2008 event. With special thanks to our Four Title Sponsors: **Bright House Networks, Heart of Florida United Way, Orange Appeal** and the **Ritz-Carlton Orlando, Grande Lakes**; we are extremely grateful to all of those involved in making this such a memorable day for our Honorees and for helping the AFP Central Florida Chapter further our mission of advancing philanthropy.

### Administrative:

- Videos were created for the H. Clifford Lee and Lifetime Achievement winners and copies have been delivered to nominators and winners
- Projected revenue after expenses: \$33,736.57
- Tracie Morris and Lauren Nelson will chair next year's event

### Here are the highlights:

- With over 500 guests in attendance – the event was a sell-out!
- We received a record number of total nominations
- A 4th Title Sponsor was added
- All Award Sponsorships sold out
- Our beautiful new event program and magazine - *Advancing Philanthropy in Central Florida* was launched and all ad space was sold-out
- Local artist and sculptor, David Cumbie, created one-of-a-kind award for honorees

### Looking Ahead:

- Next year we will celebrate the 25<sup>th</sup> Anniversary of NPD
- We are currently securing a date with the Ritz-Carlton Orlando, Grande Lakes for next year
- Pre-sales for advertising in *Advancing Philanthropy in Central Florida* for all current advertisers
- Call for NPD committee members- anyone interested should contact Tracie Morris at [tracie@morris-mgmt.com](mailto:tracie@morris-mgmt.com) or Lauren Nelson at [lnelson@orlandorep.com](mailto:lnelson@orlandorep.com).

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*The Central Florida Chapter celebrated its 24<sup>th</sup> Annual National Philanthropy Day in 2009*

Co-Chairs for the  
2009 National  
Philanthropy Day

Lauren Nelson  
Tracie Morris  
Terry Knox, CFRE

*A very special note of thanks to our 2009 NPD committee for their outstanding contributions of time and creativity in making this year's event an overwhelming success!!*

## Education Committee

Co-Chairs: Marilyn Hattaway, CFRE,  
Donald Hale and Neil Dentzer

We were fortunate to have National AFP President, Paulette Maehara, address the club this summer to a sell-out audience. This record attendance was surpassed in September when the committee presented "A Day with Jerry Panas." AFP members came from Gainesville, Polk City, Tavares and Michigan for the largest chapter meeting in our twenty-five year history. We recruited some new faces as guest speakers. Deidre Macnab. League of Women Voters, State Senator Lee Constantine, Valencia Community College President, Sandy Shugart. We

averaged over 60 AFP members per meeting. Our committee members included Neil Dentzer, Donald Hale, Marilyn Hattaway and Chip Roberts. Sherry Paramore's mailing efforts and Suzi Albrecht's timely e-mail reminders were appreciated. Kudos to special friends...David Odahowski and the Edyth Bush Charitable Foundation...who took a "leap of faith" with their generous support of "A Day with Jerry Panas"...Margaret Linnane of the Rollins Philanthropy & Nonprofit Leadership Center for their continued Diversity Day assistance and Mark Brewer of the Community Foundation of Central Florida. (Our speaker in January 2010.)

### 2009 AFP Meeting Attendance

January	56
February	54
March	83
April	72
May	88
June	92
July	59
August	74
September	150
October	81

Thank you to  
**Orlando Health Foundation,**  
**Camp Boggy Creek**  
**and Florida United Methodist Children's Home** for hosting our  
Audio and Web  
Conferences

## Membership

Vice President: Sherry Paramore

The Central Florida Chapter began the year with 214 members. As anticipated the economy prevented many of our colleagues from renewing. At the end of November 2009 our chapter roster had 181 members.

## Treasurer's Report

Treasurer: Michael Slaymaker

Income: \$80,529.83  
Expenses: \$63,422.90  
Net Income: \$17,106.93



## Scholarships

The National Philanthropy Day event was so successful this year that the Central Florida Chapter will be offering five additional scholarship of \$600 each for members to attend the International Conference in Baltimore on April 11-14, 2010. If you are interested please complete a form on the website by Dec. 31. Click on the Baltimore skyline on the left side of our website.

**AFP Central Florida  
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Fundraising  
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Central Florida  
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Central Florida's  
recognized leader in  
ethical and effective  
fundraising for those  
engaged in philanthropy.

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**CFRE Exam Study Group Report**

**Professional Advancement Chair:**  
Kathleen Green

The AFP Central Florida Chapter provides an informal CFRE Study Group to help members prepare to sit for the CFRE (Certified Fund Raising Executive) Exam. CFRE International does not sponsor or endorse any programs designed to prepare candidates for the CFRE written examination. The CFRE credential demonstrates an individual's mastery of the standards set for core knowledge and skills required of fundraising executives after five (5) years of experience. This practice-based designation requires demonstration of having met these standards through both an application (based on a point system) and a written examination (225 multiple-choice questions).

**CFRE Exam Study Group Meeting  
Schedule and Contact**

**Facilitator & Meeting Location:**  
Kathleen Green, CMM  
Development Officer  
Make-A-Wish Foundation of Central  
& Northern Florida  
(Huckleberry Building)  
1020 North Orlando Avenue, Suite  
100  
Conference Room  
Maitland, Florida 32751  
407-622-4673 ext. 215  
Email: kgreen@wishcentral.org

**Weekly beginning in January, 2010  
– Tuesdays at 12:00pm (bring your  
lunch)**



**2010 AFP Central Florida**

President  
President-Elect  
President-Elect 2012  
Vice President of Communications  
Vice President of Membership  
Immediate Past President  
Treasurer  
Secretary  
National Philanthropy Day Co-Chair  
National Philanthropy Day Co-Chair

Education Co-Chair  
Every Member Campaign Chair  
Governance and ByLaws Chair  
Professional Advancement Chair  
Sponsorships Chair  
Diversity Chair  
Member At-Large  
Member At-Large  
Member At-Large  
Member At-Large

**Board of Directors & Officers**

**Executive Committee:**  
Lisa Blackwelder  
Marilyn Hattaway, CFRE  
Todd Roupp  
Suzi Albrecht  
Donald Hale  
Gary Brewer, CFRE  
Michael Slaymaker, MAHR  
Lashon Henderson  
Tracie Morris  
Lauren Nelson

**Board Members:**  
Chip Roberts  
Terry Knox, CFRE  
Eric Welch, CFRE  
Kathleen Green  
Debbie Leon  
Dawn Hutton  
Sherry Paramore  
Anita Campbell, CFRE  
Neil Dentzer  
Christine Sanwald

**Additional Committee Responsibilities**

Education Co-Chair  
Vice President Strategic Planning

Government Relations

Education Committee  
Education Committee  
Ambassador & Historian  
UCF Collegiate Chapter President