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# AFP Central Florida – Annual Report 2011

## AFP Central Florida – The Hottest Chapter in the Nation SIZZLES!!!



**AFP Central Florida Board of Directors**

### National Philanthropy Day Breaks All Records!

**Everyone can be a leader. Anyone can change the world.**

On November 18, 2011, the AFP Central Florida Chapter presented one of the best National Philanthropy Day events our community has seen!

Over 500 community leaders, supporters and honorees filled the room with inspirational stories of philanthropic leadership and community impact.

In addition to giving part of National revolves around Floridians becoming a



tremendous a task. As AFP recognized individuals, companies and organizations that have dedicated so much to making our community a better place, we asked all of the guests to take time to reflect on their own commitment to advocating on behalf of those who might otherwise remain voiceless.

out awards, a large Philanthropy Day helping more Central understand that philanthropist is not so

#### Thank You to our Title Sponsors!



## Committee Chairs 2011

### Past President Council Chair

Lisa Blackwelder  
BETA Center

### Every Member Campaign Chair (EMC)

Terry Knox, CFRE  
Boys & Girls Town

### National Philanthropy Day Chair

Maile Miller,  
Florida Hospital Foundation and  
Dan Samuels, Devereux

### Diversity Chair

James Tyson, CFRE

### Scholarships Chair

Mimi Michels, Marketing Consultant

### Publicity Chair

Nancy Ludin  
Jewish Pavilion of Central Florida, Inc.

### UCF Collegiate Chair

Carlee Thomas  
UCF Foundation, College of Medicine

### Legislative Liaison Chair

Gary Brewer, CFRE  
Boy Scouts of Central Florida

### Programs – Co-Chair (Lauren Nelson)

Tracie Morris  
Best Buddies Florida

### Electronic Communications Chair

Jackie Normand  
Christian Help

### Newsletter Chair

Georgiana Tynes  
GTK Consulting

### Historian/Photographer Chair

Donna Marino, CFRE  
Valencia Foundation

### New Member Chair

Megan Wenrich, CFRE  
National Wildlife Federation

### Lapsed Members Chair

Liz Rogers  
Camp Boggy Creek

### Nominating/Governance Chair

Eric Welch, CFRE

### FBI Initiative

Katharine Zimmerman

### Collegiate Chapters

Paige Biller, President, UCF Chapter  
Libby Anderson, Rollins Chapter  
Dr. Stephanie Krick, UCF Advisor  
Dr. Ron Piccolo, Rollins Advisor

## Message From the President

It has been my privilege and honor to have served the board and membership of AFP Central Florida in 2011.

**Central Florida's Philanthropic Community** has a vibrant history, according to the Florida Philanthropic Network (FPN). FPN reported that the nonprofit sector in Central Florida employed 80,000 people providing more than 4,000 programs, of which 80% of those nonprofits had revenues under \$1 million (Johns Hopkins Nonprofit Economic Data Project, February 2008). Today, according to an NCCS report there are approximately 5,700 public charities that file an IRS Form 990 in our seven-county region (Brevard, Lake, Orange, Osceola, Seminole, Polk and Volusia) generating more than \$23 billion a year in revenues. As professional fundraisers who connect philanthropy to missions here in Central Florida, we truly realize the importance of our work through our NPD theme, that through philanthropy, everyone can be a leader and anyone can change the world! Thank you for the opportunity to serve the HOTTEST chapter in the Nation, AFP Central Florida!



Marilyn Hattaway, CFRE  
President, Hospice of the Comforter Foundation

## Todd Ruopp, AFP CENTRAL Florida President, 2012

Todd Ruopp will assume the role of President for AFP Central Florida Chapter in January of 2012.

Todd's professional life with Unleashing Performance includes a mission to help nonprofits and small businesses succeed by building awareness, understanding and use of principles that drive high levels of organizational performance.

Todd has been with AFP for many years, most recently this year creating positive change through his leadership in strategic planning of our chapter and National Philanthropy Day. We welcome his leadership as President in 2012 and are excited to see what new and positive additions will be added next year.



## AFP International Conference – March, 2011

### Letter to the President

“Marilyn –This morning’s email from AFP said in its subject line, “National Philanthropy Day was a success thanks to you!”

I have to tell you that it is an event I look forward to every year, and this year (as in years past), it was outstanding!

It makes me proud and grateful to have a career in this sector, and the encouragement to continue with the important work of the sector was truly powerful.

Please thank everyone who had any part at all in the success of the day. You all sizzle!!!”

Margaret S. Linnane  
Executive Director  
Rollins College - Philanthropy  
& Nonprofit Leadership  
Center

### One more--

“We appreciate the work you do on behalf of Central Florida non-profits to help them secure the funding necessary to meet needs and change lives.”

Sincerely,

Rob Mellen  
Dr. Phillips Charities

AFP Central Florida members attended the International AFP Conference – 28 members strong! The 4-day event provided excellence in education, training and leadership skills sought by fundraisers from around the world. Along the way, some additional fun was found with other Florida Caucus AFP friends! AFP Central Florida was recognized as a Ten Star Chapter among chapters internationally and our Chamberlain Scholarship winner attending was Maile Miller, Florida Hospital Foundation.



Dinner at AFP in Chicago with Other Chapters

## Chatlos Foundation Supports FBI Initiative



The Faith-Based Initiative (FBI) was created to promote membership opportunities for fundraising staff from faith-based communities and organizations.

The FBI committee, headed by Donald Hale, Membership VP and chaired by Katharine Zimmerman created the program to initiate foundation requests and to structure scholarship criteria requirements for member applications. The Chatlos Foundation in Longwood, Florida made the first gift to AFP Central Florida to fund new member scholarships for faith-based non-profits and congregations. AFP Central Florida extends our gratitude for this generous contribution funding new memberships to our chapter.

Mr. Chatlos, President of The Chatlos Foundation, responded asking us to consider the grant a personal vote of confidence in our work, and said, “I am privileged to be in a position to distribute these funds as you are privileged to be in a position of service to your fellow man.”

**Edyth Bush Charitable  
Foundation**

**Board of Directors:**

Gerald F. Hilbrich,  
Chairman

Herbert Holm, Vice  
Chairman

President and CEO,  
David Odahowski

Matthew W. Certo

Richard J. Walsh

“The Fundamentals of Fundraising Course gave me the foundation I needed to introduce myself to the art of fundraising combined with forming new professional friendships.

I'll keep the Fundamentals Course book as my Bible of fundraising as an invaluable tool that I am very grateful for. “

**Jacque King,  
Fundamentals of  
Fundraising Student, 2011**

## AFP Central Florida Thanks Edyth Bush Charitable Fdtn

As a partner in our success, the board and membership of the Association of Fundraising Professionals wish to extend a heartfelt thanks to David Odahowski and board of directors of the Edyth Bush Charitable Foundation. Because of this special Philanthropic support to our organization, AFP collegiate Chapters at Rollins (2011) and UCF (2010) were started to focus on nonprofit fundraisers of future generations. Support for National Philanthropy Day has also been appreciated through their sponsorship of the Youth in Philanthropy Award.



AFP President Marilyn Hattaway with President David Odahowski of the Edyth Bush Charitable Foundation

## Professional Development

### Anita Campbell, CFRE - VP of Professional Development

Professional Development in 2011 took center stage under the direction and leadership of Anita Campbell who successfully created three new programs for AFP members at all levels.

**CFRE** -- The monthly CFRE study group of 10 was chosen from a field of applications and met from March to October with qualified CFRE instructors. Five students received a CFRE exam stipend and all were recognized at the closing CFRE reception. The following students completed the course: Beth Ann Carr, Lauren Nelson, Wendy Proctor, Georgiana Tynes, Bobi Bellows, Ray Barr, Lisa Blackwelder, Sharon Couture, George Fisher and Robert Kinney. The CFRE Study Group will continue in 2012 beginning in March when applications will be accepted.



**Mentor-Partners** -- This program was created to match new development professionals with experienced fundraisers meeting through the year individually. Applications were taken at the beginning of the year and the Mentor Partners for 2011 were:

## Connecting Mentors and Partners

### Education Focus In 2011

Lauren Nelson – VP of Education



Lauren Nelson, along with Tracie Morris, provided the membership of AFP Central Florida a stellar line-up of programming. High standards in education have always been a focus of AFP Central Florida. Monthly luncheon speakers included Bob Holmes, President of the UCF Foundation, and Karen Jensen, President of the Orlando Health Foundation among other leaders with fundraising expertise. Our membership provided suggestions to select fundraising topics of interest including planned giving, case statements, major gifts, cultivating and stewarding donors and other requested. Webinars at locations throughout our service areas were also attended by many AFP members monthly. Most agree that education in our chapter.. simply sizzles!

#### AFP 2011 Mentors:

Dan Montplaisir, CFRE  
Gary Brewer, CFRE  
Anita Campbell, CFRE  
Greg Higginson, CFRE  
Donald Hale  
Terry Knox, CFRE  
Debbie Leon

#### AFP 2011 Partners:

David Wooten  
Dana Scola  
Jackie Normand  
Kelly Butterfield  
Padric Geary  
Lauren Nelson & Mary Lee Walker  
Bridget Holt

## Fundamentals in FUNdraising Bootcamp 2011

Twenty-one fundraising professionals registered and completed this unique two-day boot camp in September at the Altamonte Hilton. Boot Camp is an International AFP sanctioned intensive course at a very reasonable cost for AFP members. Instructors were carefully chosen for their expertise in fundraising areas, and our thanks go to them for their commitment to the future of the fundraising profession.

#### Instructors:

Nick Scully, CFRE  
John Rivas, CFRE  
Alyce Lee Stansbury, CFRE  
Karen Jensen, CFRE  
Jim Donovan, CFRE  
Donna Marino, CFRE  
Geraldine Gallagher, CFRE



2011 Participants

## The AFP Foundation - Every Member Campaign

Terry Knox, CFRE – Every Member Campaign Chair

This year, the goal for the Central Florida Chapter's Every Member Campaign was \$2,380. As of Nov. 30, our chapter reached 110.84% of that goal. Board participation was 100%, and total member participation was 23%. On top of that, the Chapter Treasury gift was doubled and a gift of \$1,500 will be made to the AFP Foundation. The mission of the AFP Foundation for Philanthropy is to enhance philanthropy and volunteerism through programs of education, research and service that benefit those who lead, serve and support nonprofit institutions. The purpose of the Foundation is to generate the resources to fund AFP strategic initiatives that advance ethical and effective fundraising. Thanks to everyone who gave so generously! Members who made pledge commitments have until December 31<sup>st</sup> to honor their commitment.

# AFP Planet Philanthropy Conference – ORLANDO

## Communications Team News!

Debbie Leon - VP of Communications



Debbie Leon, VP of Communications and her team's communication plan kept members well informed in 2011.

Special thanks to Georgiana Tynes for monthly newsletters to members and soon-to-be members alike, Jacque Normand for cheery email blasts, notification and timely information to our membership, Deborah Dunstan for her talent extraordinaire with our newsletter and annual report talent, and Donna Marino for constantly Tweeting, updating Facebook, and photography of events throughout the year. Congratulations Team... let us communicate to you... well done!



June 2-4, 2012 ~ Gaylord Palms Resort, Orlando, Florida

## 2011 Monthly Luncheons

<p><b>January 19, 2011</b>  <b>Topic: A New Year, A New You</b>  <b>Presenter: Mark Freeman, Freeman &amp; Associates</b></p>	<p><b>June 15, 2011</b>  <b>Topic: SuCCcess is spelled with 3 C's: Contact, Cultivate, and Close</b>  <b>Presenter: Jerry F. Smith, CFRE; President, J.F. Smith Group</b></p>
<p><b>February 16, 2011</b>  <b>Topic: Storytelling, Speak your Mission</b>  <b>Presenter: Rick Stone, I.D.E.A.S.</b></p>	<p><b>July 20, 2011</b>  <b>Topic: When you Dance with your Donors, let them lead.</b>  <b>Presenter: Alyce Lee Stansbury, CFRE, Stansbury Consulting</b></p>
<p><b>March 16, 2011</b>  <b>Joint meeting with Partnership for Philanthropic Planning</b>  <b>Topic: Issues and Considerations in Planned Giving</b>  <b>Presenter: Mark E. Land, Wells Fargo Center for Planned Giving</b></p>	<p><b>August 17, 2011</b>  <b>Topic: Planned Giving in Uncertain Times</b>  <b>Presenter: Marina Nice, SunTrust Bank</b></p>
<p><b>April 20, 2011</b>  <b>Topic: The Joy, Impact, and Power of Your Story: Create your Organization's Best Case Statement</b>  <b>Presenter: Todd Ruopp, Unleashing Performance; Bobbi Bellows, Unleashing Performance</b></p>	<p><b>September 21, 2011</b>  <b>Topic: Your Get out of Jail Free Card: An Ethics Discussion</b>  <b>Presenter: Karen Jensen, CFRE, Orlando Health Foundation</b></p>
<p><b>May 18, 2011</b>  <b>Topic: Building a strong connection between development staff and board members.</b>  <b>Moderator: Emily Furlong, Sr. Program Manager, Rollins College Philanthropy and Nonprofit Leadership Center</b>  <b>Panelists: Jeanmarie Loria - OUC, Larry Stewart – Seaside Bank, Andrea Massey-Farrell – Massey Communications</b></p>	<p><b>October 19, 2011</b>  <b>Topic: Tales from the Crypt: Major Gift Nightmares</b>  <b>Presenter: Bob Holmes, UCF Foundation</b></p>
	<p><b>November 16, 2011</b>  <b>Topic: Capital Campaign Trends: Fly like an Eagle, Not a Turkey</b>  <b>Presenter: Jim Bush, CFRE, The Winkler Group</b></p>
	<p><b>December 14, 2011</b>  <b>Annual Meeting / Citrus Club, Orlando</b>  <b>Installation of 2012 Board Members</b></p>

## Membership Hits Record Numbers!

Donald Hale – VP of Membership



New heights were reached under the guidance of Membership Vice President, Donald Hale and committee members Megan Wenrich, Katharine Zimmerman and Liz Rogers.

As of this writing, the chapter has grown from 177 to over 200 members. In addition, the Rollins College AFP Collegiate Chapter was formed and accepted into membership at the AFP International Conference in March, 2011. Benefits of membership were communicated to fundraisers throughout Central Florida seeking the best in ethical best fundraising practices, education and networking among colleague.

## AFP Member Scholarships

The Scholarship Committee, under the direction of Mimi Michels, received over 100 applications and awarded 19 scholarships in 2011. These scholarships included New Member Scholarships (4), Membership Renewals (4), Faith Based Initiative Scholarships (7), Planet Philanthropy Scholarships (3), and one Chamberlain Scholarship to a member to attend the International AFP Conference – Chicago in May. The committee worked hard to award these scholarships and select the most deserving individuals. AFP Central Florida believes that scholarships are a big part of not only the chapter's growth but, more importantly, the growth of individual people involved in the fundraising profession.

### 2011 National Philanthropy Day Honorees and Award Sponsors

<p><b>Award for Lifetime Achievement</b> Harris Rosen, President &amp; COO, Rosen Hotels &amp; Resorts Sponsored by: America's Charities</p>	<p><b>Outstanding Civic and Service Group Award</b> First Baptist Church of Orlando Sponsored by: SeaWorld Orlando</p>
<p><b>Outstanding Volunteer Fundraiser Award</b> Andrea Eliscu Sponsored by: Walt Disney World Resort</p>	<p><b>Champions for Children Award</b> Harbor House of Central Florida Sponsored by: Orlando Magic</p>
<p><b>Community Foundation of Central Florida Outstanding Philanthropist Award</b> Shelly Morgan Sponsored by: Community Foundation of Central Florida</p>	<p><b>Outstanding Philanthropic Foundation Award</b> Dr. Phillips Charities Sponsored by: Orlando Health Foundation</p>
<p><b>Award for Excellence in Fundraising by a Nonprofit Organization</b> Runway To Hope Sponsored by: Florida Hospital</p>	<p><b>Outstanding Fundraising Professional Award</b> Michael Slaymaker, MHR, Easter Seals Florida and Orlando Youth Alliance Sponsored by: Wells Fargo</p>
<p><b>Foundation David R. Roberts Youth in Philanthropy Award</b> Sarah Elaine Dewitz Sponsored by: Edyth Bush Charitable Foundation</p>	<p><b>Outstanding Philanthropic Corporation Award</b> Triad Isotopes Sponsored by: Darden Restaurants</p>

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**MISSION STATEMENT**  
AFP, an association of professionals throughout the world, advances philanthropy by enabling people & organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission includes education, training, mentoring, research, credentialing and advocacy.

**VISION STATEMENT**  
Fundraising is viewed as a credible and respected profession for civic betterment throughout the world.

**QUALITY STATEMENT**  
AFP is committed to excellence in providing the highest quality services and products for our members and other constituents. We are responsive to their needs and strive to exceed expectations.



AFP Central Florida  
March Meeting

**DRIVE ► PASSION.**  
**DRIVE ► CHANGE.**  
**DRIVE ► IMPACT.**

PRESENTED BY  
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your passion • our purpose



**AFP 2012**  
VANCOUVER, BC • APRIL 1-3, 2012  
**VANCOUVER**  
49TH INTERNATIONAL CONFERENCE ON FUNDRAISING

**Scott Harrison**  
General Session Speaker

► EXPERIENCE OUR ALL NEW DYNAMIC GENERAL SESSION FORMAT, MONDAY APRIL 2.

**Congratulations to  
Michael Slaymaker  
NPD Fundraiser of the Year!**



**A Special Thank You to Wendy Proctor,  
Secretary and Tim Deem, Chaplain who  
honorably and faithfully served in 2011.**



**Treasurer's Report**

*As of December 1, 2011*

Total Income	\$98,348.92
Total Expenses	\$87,646.48
<b>Net Income</b>	<b>\$10,702.44</b>



Lisa Blackwelder and Donna Marino meet  
AFP International President, Andrew Watt.

**AFP  
Central Florida Chapter**

**Post Office Box 398  
Winter Park, Florida 32790**

**407-293-4467  
voicemail line**

[mail@afpcentralflorida.org](mailto:mail@afpcentralflorida.org)  
[www.afpcentralflorida.org](http://www.afpcentralflorida.org)

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