



Advancing Ethical and Effective Fundraising Worldwide

# Association of Fundraising Professionals Moving Fundraising Forward 2010 Central Florida Chapter Annual Report

## President's Message Lisa Blackwelder, BETA Center

### 2010 BOARD OF DIRECTORS

#### PRESIDENT

*Lisa Blackwelder, BETA Center*  
PRESIDENT-ELECT & EDUCATION CO-CHAIR  
*Marilyn Hattaway, CFRE*  
*Hospice of the Comforter*

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*Unleashing Performance, Inc.*

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*Boy Scouts of America*

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CO-CHAIR NATIONAL PHILANTHROPY DAY  
*Lauren Nelson*  
*Orlando Repertory Theatre*  
CO-CHAIR NATIONAL PHILANTHROPY DAY  
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*Neil Dentzer, Consultant*

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#### EVERY MEMBER CAMPAIGN

*Terry Knox, CFRE, Boys Town*

#### EDUCATION CO-CHAIR

*Chip Roberts*  
*UCF College of Medicine*

#### MEMBER AT-LARGE

*Anita Campbell, CFRE*  
*First United Methodist Children's Home*

#### PROFESSIONAL ADVANCEMENT

*Christine Lewis, CFRE*  
*The Salvation Army*

#### SPONSORSHIPS

*Debbie Leon*  
*Coalition for the Homeless*

#### MEMBER AT-LARGE

*Sherry Paramore*  
*United Negro College Fund*

#### DIVERSITY CHAIR

*James Tyson, CFRE*  
*Habitat for Humanity Orlando*

#### UCF COLLEGIATE CHAPTER PRESIDENT

*Jenna Wylie, BETA Center Intern*

Dear Friends,

To watch the Central Florida area meet the community's need with drive and dedication is to watch a community who works together with a purpose.

There is no doubt, we endured changes in 2010, and yet, success stories dot our landscape: a formerly homeless man like Ken finds a home, a jobless woman like Angela finds a career, a homeless young mother like Christina finds shelter for her new family. Regardless of where we are, the homeless need housing. The sick need cures. The hungry need to be fed. The environment needs to be safeguarded. Workers need to be trained. Millions and millions of programs and services need to be provided. And in each case, they are.

All of this happens, and continues to happen, because fundraising professionals have the skills, knowledge and training needed to inspire donors to invest in our community. AFP is the driving force of providing these necessities. Despite the many changes, together we provided more programs and

services than ever before to our community.

Our Chapter focused on connecting fundraisers to each other because we know that in this day and age, sharing knowledge and experience is one of the most powerful ways to advance ourselves, our organizations and our profession. The Next Generation of fundraising professionals continues to be a priority. We delivered new and cutting-edge educational programs that expanded the base of knowledge. We also emphasized the online, on-demand member experience so that fundraisers could receive the training opportunities and skills they need when they want. Hundreds of thousands of people rely—every day—on the services of the community's charitable sector that is driven by the fundraising profession.

We must continue to move forward, expanding on what we've done to meet the new challenges of the future. We must do so with planning, deliberation and the highest ethical standards, but we al-

ways must move forward.

As the president of AFP Central Florida Chapter, I invite you to review our work and how we helped move fundraising and the charitable sector forward in 2010.



*Lisa with her Little Sister, Aqua who she has been mentoring since 2006*

Danksche...Grazie...Gracias...Thank You...to each of you who made and continue to make our community safe, caring and strong.

Cheers to another great year!

Wishing you my best,

*Lisa*

## National Philanthropy Day Celebrates 25 Years of Advancing Philanthropy

AFP Central Florida's 25<sup>th</sup> Anniversary National Philanthropy Day event was attended by more than 500 members of the community to celebrate and honor 11 outstanding individuals and organizations. These honorees give time, talent and treasure to support many worthwhile community and nonprofit causes. The 2010 National Philanthropy Day committee worked for nine months to put

together this special anniversary event that

featured the talented voices of Orlando Repertory Theatre's Power Chords performance troupe, the Olga Ferroni Trio, and handmade glass blown awards by local artist Cissy Roybal

Heaton. The event was supported by title sponsors Heart of Florida United Way, The Ritz-Carlton Orlando, Grande Lakes, and Orange Appeal and 10 generous award sponsors.



**National Philanthropy Day®**

## Legislative and Outreach Committee Update: *Chair, Gary Brewer, Boy Scouts of America*

Gary Brewer served on the AFP International, U.S. Government Relations Committee and the AFP PAC (Political Action Committee) Board. This committee is tasked with monitoring Legislative Action of the United States Congress and the State Legislatures and Assemblies, and to lobby these bodies to support or oppose bills favorable or adverse to the interests of AFP and its members.

This past year we :

- Supported legislation to extend the IRA Rollover provision of the Pension Protection Act of 2006 beyond the sunset date of December 31, 2009. Congress has not acted.

- Supported legislation to permanently abolish limitations on the estate tax. Congress has not acted.
- Opposed legislation to cap the charitable deduction to 28% of the AGI on individuals making \$250,000 or more annually. Congress has not acted.

The Outreach Committee organized a Past Presidents Council of AFP Central Florida. The council has met and is establishing goals for the upcoming year. The Chapter's past president will serve as the chair of the Council.

## Membership Committee Update: *Chair, Donald Hale, Rollins College*

The membership committee worked diligently to reach their goal in 2010. They organized a first time stewardship and recruitment reception in the fall. The event was held in conjunction with the following partnering organizations: PGC, GPN, YNPN, and PNLC. All prospective members received an invitation to join AFP following the event.

In 2011 we will add two additional committee members. Megan Wenrich will be focused on new members and Liz Rogers will be focused on lapsed members.

The UCF and Rollins Collegiate Chapters have been incorporated under the membership committee. The AFP Central Florida Chapter is one of the few chapters in the country to have two collegiate chapters within their constituency. The collegiate chapters are a high priority for the Central Florida Chapter.

The Edyth Bush Charitable Foundation has been instrumental in providing support for the chapters at UCF & Rollins. President and CEO David Odahowski has communicated to the AFP Board of Directors how committed the Edyth Bush Charitable Foundation is by investing in the philanthropic leaders of tomorrow. We are deeply grateful to the support of this foundation. Lashon Henderson served as the chapter liaison to the UCF Chapter this year. Lashon's service was exemplary considering

she also served as the Chapter's secretary this year. To build on Lashon's hard work the Chapter is seeking a development officer who works for the UCF Foundation to build a closer tie between the UCF students and the UCF Foundation.

The UCF Chapter has seen a successful transition from Christine Sanwald to Jenna Wylie in the role of president. Maintaining continuity to compensate for members graduating is not a small challenge. Building membership will be one of the focal points during the coming year. Rollins College's Crummer Graduate School of Business launched their Chapter this year. There are now ten MBA students who are growing in their understanding of what the Central Florida Chapter and the nonprofit profession have to offer them before and after graduation.

The highest priority for the Rollins chapter in 2011 will be to recruit at least ten new members before the charter members graduate in May.

With strong leadership from Yennie Tse, president, and Megan Lanier, vice-president, the Rollins Chapter is set for a great year.



*David Odahowski presenting a grant from Edyth Bush Charitable Foundation to help move the next generation of fundraisers forward*

## Education Committee Update

*Co-Chairs, Marilyn Hattaway, Hospice of the Comforter & Chip Roberts, UCF College of Medicine*

The year 2010 provided many outstanding programs for our members in the areas of board development, annual fund, major gifts, planned giving, marketing/PR, networking, professional development and current trends in ethics, management and philanthropic giving. JEROLD PANAS, noted author and fundraising expert, presented a special event in October that included a conversational interview with noted

philanthropist, Milan Burnham. In addition, a series of 9 national AFP webinars were offered throughout our service area including Lake and Volusia counties. Monthly meeting programs continue to be a focus of our AFP chapter to continue to provide excellence in professional and personal development as fundraisers in Central Florida.

## Strategic Planning Committee Update: *Chair, Todd Roupp, Unleashing Performance, Inc.*

The strategic planning function of the AFP board structure consists of a single person. Todd supported the chapter by helping it start the year with the president's clear and compelling vision and helping the president and executive committee think and act in a strategic manner in response to changes in the environment.

Talks with the incoming president, Lisa Blackwelder, helped her identify detailed outcomes and then consider the practical changes necessary to achieve the vision. President Blackwelder articulated her 2010 strategy early on, which represented an increase of 20 new collegiate members and a 10% growth in professional members. She, in turn, gave the charge to the board at its annual retreat and individual board members identified ways their responsibilities could contribute to the vision.

The practical implication of the vision was two-fold. First, the board understood that in order to achieve dramatic growth in collegiate membership it would require a second collegiate chapter. The board agreed that because of close ties to Rollins College that it was the best choice for expansion. The board also sought new ideas for how to ensure the long-term sustainability of both the UCF and Rollins chapters. It was decided to introduce an aggressive outreach program that would bring collegiate members to monthly meetings and reward their leaders with scholarship opportunities to industry conferences.

Second, Todd helped the board understand that a 10% net growth in professional members meant recruiting a total of 40 new members. While it would be a stretch, the board took up the challenge. New membership activities were devised by the vice president of membership, including personalized follow-up to prospects attending any AFP event. The education committee also took up the challenge by devising a program schedule that would attract prospects and solidify AFP's brand as the leading organization in the development profession.

Along the way Todd was called upon by the president to provide on-going advice for how to handle a multitude of decisions and strategic

## Sponsorship Committee Update: *Chair, Debbie Leon, Coalition for the Homeless*

In 2010, the sponsorship chair was able to develop relationships with several new sponsors that allowed our lunch attendees an opportunity to learn about their company. These sponsors provided AFP Central

Florida Chapter with \$3,500. This allowed the Chapter to provide scholarships for members to attend many professional development conferences and trainings. Chair Debbie Leon collected feedback from the monthly sponsors

in



*Members enjoying the Stewardship and Recruitment Reception at Cornell Fine Arts Museum on the campus of Rollins College*



order to make next year's sponsorship opportunities more beneficial.

## Diversity Committee Update *James B. Tyson, Habitat for Humanity Orlando*

The Diversity Committee did not become operational until the later part of the year. A new chair was recruited and is expected to bring a new perspective to the notion of strategically implementing a diversity strategy for the chapter.

Coincidentally, the new chair, James B. Tyson, CFRE, recently published a chapter on diversity through Wiley and Sons and presented a synopsis of his research at a monthly chapter meeting. Several board and chapter members have expressed an interest in serving on the committee.

## Treasurer's Report *Michael Slaymaker, Easter Seals Florida*

*Income*

**\$85,848.43**

*Expenses*

**\$97,919.33**

*Taken from Reserves*

**\$12,070.90**

*AFP Central Florida was a Ten Star Chapter in 2009. The award encourages chapters to perform specific activities designed to increase professionalism within fundraising and public awareness of philanthropy. We are on target for the award again this year!*



## Professional Development Committee Update Chair, Christine Lewis, The Salvation Army

During 2010, Professional Fundraisers interested in pursuing the CFRE Certification have had the opportunity to get together for studying each of the focus areas on the test. It was decided that using the CFRE Study Guide was the best way

to ensure proper review of all of the material included in each of the topics. A small group met throughout the year at various intervals. Conversations were held between those studying and those who already have the CFRE Certifi-

cation that proved to be helpful. A review of the time, location, and how often to meet is currently under review for the new year. Additional communication about the studying opportunity is also being developed.

## Join AFP Today...[www.afpnet.org](http://www.afpnet.org)

### 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 include education, training, mentoring, research, credentialing and advocacy.

### Vision Statement

Fundraising is viewed as a credible & 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.

### Visit AFP on:



## Mark Your Calendar



### AFP Central Florida Chapter

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**Get Connected.  
Get Involved.**

Contact us today!



## Planet Philanthropy

AFP Florida Conference



June 12—June 14, 2011

Marriott Sawgrass Golf Resort & Spa • Ponte Vedra Beach  
Hosted by AFP First Coast Chapter