

2015-2017 Board of Directors

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A Message from the President

Alexandria Fischer
Family Respite Services



Happy New Year! I hope that you, your family and friends had a great holiday giving season.

In 2017 let's continue to advance philanthropy through advocacy, research, education and certification programs. But let's shift our focus on how we talk about the fundraising profession and the work that we do. We are going to continue to provide education opportunities, but emphasize the societal change that our sector has in our community.

Donors certainly want to know that fundraisers are ethical, trained and professional, but what matters most is the impact: how donors can work with our organizations to make a difference.

Fundraisers are social change agents that fire up philanthropy, let's highlight this throughout 2017. Let's collaborate to make 2017 an amazing year for fundraising and philanthropy in Windsor, Essex County and Chatham Kent!

Regards,

Alexandria



JANUARY EDUCATION SESSION Fundamentals of Fundraising Certificate Program

Are you looking for formal education regarding fundraising? Are you working on your CFRE? Are you looking to advance philanthropy in your organization? If so, you may want to register for the St. Clair College and AFP Canada South Fundamentals of Fundraising Certificate Program happening this month!

Please note that we need 14 registrants to offer this course, so please help us to promote this fantastic learning opportunity.

“As someone fairly new to the fundraising profession, I enrolled in the Fundamentals of Fundraising course to increase my foundation of knowledge and acquire information that could be applied to my daily practice. The course itself provided an overview of fundraising, how to develop a fundraising program, the role of marketing in fundraising, communication strategies, securing the gift, stewardship, volunteer and board management. The course materials covered a wide range of topics and provided excellent resources and reference materials. I would highly recommend the course to those new to the profession.”

- Kerri Hill, CMHA-WECB

Please register here: <https://afpcanadasouth.wordpress.com/upcoming-workshops/>

THANK YOU BLOG

Check out the Interim AFP International Presidents **THANK YOU BLOG**:
<http://theafpblog.blogspot.ca/2016/12/thank-you.html>

FUNDRAISING JOB OPPORTUNITIES

Have you thought about advertising your job posting with AFP Canada South?
AFP Membership Rate: \$100.00/posting
Non Member Rate: \$150.00/posting
Please e-mail the job posting in a PDF format to afpcanadasouth@gmail.com

NEW WEBSITE!

Have you had a chance to check out our new website?
<https://afpcanadasouth.wordpress.com/>

Association of Fundraising Professionals (AFP) Comments on the Canada Revenue Agency's Guidelines on Political Activities of Charities

For over two decades, the Association of Fundraising Professionals (AFP) has been honoured to engage at all levels of government—federal, provincial/territorial and municipal—and encourage its members and charities to pro-actively reach out to policy makers. Despite the excellent work of the Voluntary Sector Initiative years ago and education materials put together by the CRA, AFP's experience has been that most of our members—individual fundraisers and charities—are very uncertain and wary of speaking with the elected officials about policy issues affecting their missions.

Read more here: <https://afpcanadasouth.wordpress.com/about/afp-mission/>



Seeking your input on your work-life balance.
Please click on this link to take this [quick survey!](#)

Please share the survey with your network of co-workers in the non-profit sector.

Look for an article sharing the results in an upcoming AFP Canada South Chapter Newsletter.

Anyone interested in joining a CFRE study group is encouraged to contact Michele Sharp. Joining is free, however participants are responsible for purchasing their own copy of *Achieving Excellence in Fundraising* by Hank Rosso.

Need a minimum of three participants to make this happen.

Email: Michele@sharpdirection.ca

Deadline: January 31, 2017

How well does your organizations leadership understand their role in fundraising?

Whether you work for a small community based non-profit or a large national one, we all experience senior staff, board and/or committee members with varying degrees of expertise and understanding of their roles and responsibilities, especially when it comes to fundraising. Many of us face ongoing challenges encouraging board members to be more engaged and involved in fund development. After all, they are our ambassadors and we need them to steward the 'cause!

All too often, many of us have sat in a meeting and heard the words, "Why do we have to pay for this or that service, can't the fundraiser just get it donated?" Or had to defend necessary fundraising expenditures that we know will ensure the annual program can deliver on the expectations of our superiors and stakeholders? Those of us in the industry know that fundraising has evolved significantly from standing on a street corner ringing a bell, hoping some passerby will generously donate their hard earned cash. (Notwithstanding the annual Christmas kettle campaigns!)

So how do we help our board, committee volunteers and sometimes our superiors understand how fundraising works? Not an easy task.

It starts with leadership. If you are lucky enough to be in an organization that values a culture of fundraising, you're ahead of the game. If not, you need to start by educating those who lead your organization. Executive Directors and Board Chair's often forget (with all their competing demands) that one of their key roles is to fundraise! This doesn't necessarily mean they need to organize an event or go door to door signing up monthly donors, but they can (and must) be involved in stewarding your donors and funders.

Simple acts like making a thank you phone call to top donors and making sure your leadership takes time during a special event where donors attend, to introduce themselves and offer a personal thank you. These simple, but meaningful acts go much further than showing a supporter that your organization values their support. It also helps the person doing the thank you, understand how important their support of your work is and quite possibly how hard it can be!

There are more structural ways your organization can educate and encourage board volunteers to embrace their responsibility of involvement. For example:

- Implementing a policy that every single board member makes a financial donation according to their abilities;
- Ensuring that at least 75% (strive for 100%) of the board members in attendance at special events, volunteer and donor recognition events;
- Having board chair's sign thank you letters and make personal phone calls to thank donors; and
- Including a board member in a meeting with a funder or donor.

Board and committee members come with varying motivations and abilities. Senior staff often have competing demands, heavy workloads and multiple responsibilities. And whether we are that senior staff person or a junior fundraiser, we must face this challenge and do our best to overcome it. Good luck, you're changing the world!

AFP Connections

Membership Roster



AFP Canada South Chapter Membership Roster

[AIDS Committee of Windsor](#)
[Big Brothers Big Sisters of Windsor Essex Foundation](#)
[Brentwood Recovery Home](#)
[Canadian Mental Health Association](#)
[Chatham-Kent Hospice Foundation](#)
[Children's Treatment Centre Foundation of Chatham Kent](#)
[Community Living Chatham Kent](#)
[Cystic Fibrosis Canada](#)
[Family Respite Services](#)
[Foundation of Chatham Kent Health Alliance](#)
[LA Development Strategies](#)
[Leamington District Memorial Hospital Foundation](#)
[Luso Community Services](#)
[MANAN Strategy Consultants](#)
[Multicultural Council of Windsor](#)
[Parkinson Society Southwestern Ontario](#)
[Quiet Legacy Planning Group](#)
[Ready-Set-Go!](#)
[Sarnia Community Foundation](#)
[Sharp Direction](#)
[St. Andrew's Residence](#)
[Street Help Homeless Centre of Windsor](#)

[The Hospice of Windsor-Essex County, Inc.](#)
[Town of LaSalle](#)
[Transition to Betterness](#)
[University of Windsor](#)
[Valleau Fundraising Consulting](#)
[VON Windsor-Essex](#)
[Windsor Downtown Mission](#)
[Windsor Essex Care for Kids Foundation](#)
[Windsor Essex Community Foundation](#)
[Windsor Essex County Cancer Centre Foundation](#)
[Windsor Regional Hospital](#)
[Windsor-Essex Children's Aid Society](#)

ATTENTION MEMBERS:

If you are an AFP member please share the news! We think it's important for our community, especially our corporate business partners and donors to know that we are ethical fundraisers. AFP members follow the code of Ethical Principles and Standards and have agreed to the Donor Bill of Rights. Please add this logo to your email signature, website and social media platforms.



Our organization is a proud member of the
**Association of Fundraising Professionals
(AFP) Canada South Chapter.**
We are committed to the *Fundraising Code
of Ethical Principles and Standards.*

Association of Fundraising Professionals - Canada South Chapter

afpcanadasouth@gmail.com

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twitter.com/AFPCanadaSouth

linkedin.com/pub/afp-canada-south-chapter