



2018 ANNUAL ACTIVITY REPORT



Submitted by the AFP Manitoba Chapter's
2018 Board of Directors.





President's Report



To our valued members,

Thank you for being the reason our communities continue to grow and thrive. With over 200 chapters globally, AFP is the largest fundraising professional organization in the world.

You make up a solid network in Manitoba that can always count on one another. Whether it is meeting like-minded people at member events, growing through mentorship and professional development, or simply picking up the phone to ask for advice, our chapter is filled with passionate and willing members, and it shows as we continue to earn the title of the most charitable province in Canada.

Thank you for all that you have done, especially in 2018. Enclosed you will find the various initiatives your support has made possible. On behalf of the entire board, thank you for entrusting us with these objectives. It is an immense pleasure to serve you.

Sincerely,

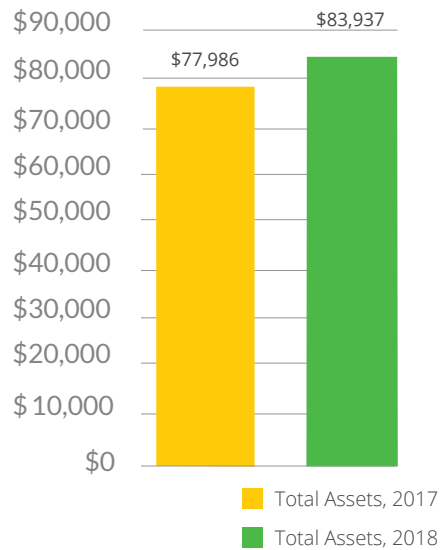
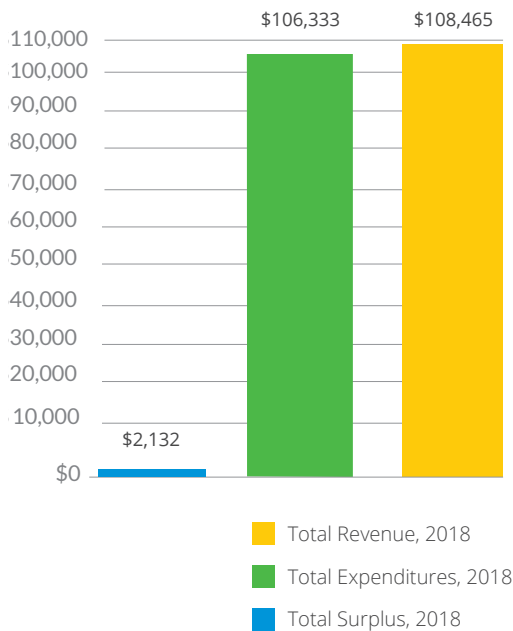
Sana Mahboob
President, Association of Fundraising Professionals
- Manitoba Chapter

Treasurer's Report

Revenue and Expenditures

During the 2018 fiscal year, AFP Manitoba had total revenue from all sources of \$108,465 and total expenditures of \$106,333 resulting in a surplus of \$2,132.

Overall our revenue and expenses were up compared to 2017. This is mainly related to a growth in the National Philanthropy Day event and our professional development program, as well as increased revenue from job postings and donations from members.



Total Assets

At the end of fiscal year 2018, the chapter had total assets of \$83,937 up from \$77,986 in the 2017 fiscal year. The 2018 assets consisted of two term deposits (GIC and redeemable GIC) totaling \$31,096 with Assiniboine Credit Union, and a high-interest account and a non-interest bearing chequing account with Assiniboine Credit Union with a combined balance of \$43,729. The chapter at year-end had \$4,659 in accounts payable.

Members Make All the Difference

Membership

The support of fundraising professionals in Manitoba who've committed to another year of membership with AFP has not gone unnoticed. In 2018, membership grew 9.6% from 186 to 204 and we look forward to continuing this path of growth as more fundraisers add their voice to the charitable sector in our province.

Thank you to all the members who came out to membership events and mixers throughout the year, including the 2018 Annual General Meeting hosted by the Manitoba Museum, our holiday membership mixer in December and bi-monthly casual and relaxed after work gatherings.

It's the generosity of members who give their time to all of these local activities that has earned AFP Manitoba the Ten Star Gold Award this year. The award recognizes chapters where member participation has increased professionalism within fundraising and public awareness of the importance of philanthropy. Thank you!

Mentorship

In 2018, member involvement in our mentorship program has grown to 20 participants – 10 mentors and 10 partners – meeting and learning from one another. Participant evaluations show members found the program to be of great benefit, promoting knowledge sharing based on respective experiences.



"The development team at the Royal Winnipeg Ballet are AFP members; our memberships allow us access to valuable resources, important educational sessions and opportunities to meet and connect with other fundraisers. Our AFP memberships let our donors know that we adhere to ethical practices and tell our leaders that we are committed to growing our skills as professionals."

Kristine Betker, CFRE, Director of Development,
Royal Winnipeg Ballet



The program connects members in partnerships that enhance and support best practices and ethical standards in fundraising as well as promote diversity and inclusion.

In the coming year, we look forward to working with our members to unlock local knowledge and leadership in the charitable sector. For ways to become engaged, in networking, mentorship, professional development and volunteer opportunities (such as updating the AFP Library through the Millennium Library in downtown Winnipeg), keep your eye on our website AFPManitoba.org.

Thank you for making AFP Manitoba a vibrant association. We look forward to working with our members to amplify our voice as fundraising professionals to maximize our impact in this industry. Together we can inspire and create real, long-lasting change in our communities!



"In AFP I have found kindred spirits who are out to change the world. I am inspired by their commitment. Being a part of a committee and the board has been a great choice for me, an excellent way to get to know fellow fundraisers and broaden my perspective."

Derek Yarnell, Annual Giving and Stewardship Manager, CancerCare Manitoba Foundation



Award recipients kept our guests smiling during the Manitoba Philanthropy Awards.

Generous Members, Partners and Friends

Every Member Campaign

Thank you to all generous Every Member Campaign donors! Because of you, grants, scholarships and awards will once again be available to our membership in 2019.

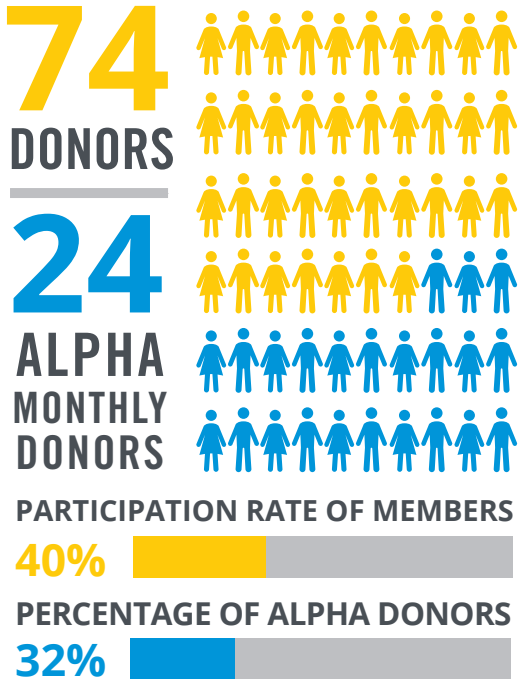
Each year, the campaign has a high- and low-range goal. In 2018, we met our low-range goal and saw an increase in the total number of donors from the previous year. In 2017 and 2018, 100% of board members contributed to the Every Member Campaign.



Shona Connelly and Kelly McMullen, our members and friends.

2018 RESULTS

\$ REVENUE = \$9,825



Thank you to the following members for their donations to the Every Member Campaign!

Adrienne Domingo	Gisele Barnabe	Laura Mikuska	Ron Bailey, CFRE
Allison Zacharias	Graciela Najenson	Lesia J. Sianchuk	Sana Mahboob
Ana Plotnicoff	Heidi Struck	Lesia Szwaluk	Sandra Tym
Angie Munch	Hubert Kleyson	Lesley Lewis	Sandy Danylchuk
Annitta Stenning	Jackie Markstrom, CFRE	Louise Pujo	Sarah Duval
Ashley Davidson, CFRE	Jane Kidd-Hantscher	Marian Jones, CFRE	Sharon Redsky
Beth Proven, CFRE	Janice Feuer	Melody Penner	Stefano Grande
Bridgette V. Parker, CFRE	Joan Blight	Mike Duerksen	Stephanie Bevacqua
Carolyn Basha, CFRE	Juliette Mucha	Monica Dinney, CFRE	Stephanie Lambert
Carolyn Rickey, CFRE	Karen Fowler, CFRE	Monique Levesque-Pharoah	Tania Douglas, CFRE
Charlotte Sytnyk	Katarina Kupca	Nicola Starin	Tansey Buike, CFRE
Christina Barwinsky, CFRE	Kathy Penner	Nicole Hrehirchuk	Tara Sawchuk
Colleen O'Rourke	Kelly McArthur	Nikki McDougall	Thomas McLeod
Courtney Nodrick, CFRE	Kerri Johnson	Pamela McFarlane	Tina M. Jones
Danielle Robidoux	Krislyn Gutierrez, CFRE	Patricia Robertson	Valorie Block, CFRE
Derek Yarnell	Kristen Pachet	Pamela Simmons, CFRE	William Pratt, CFRE
Diane Boyle	Kristine Betker, CFRE	Patricia Smith, CFRE	
Donna Laurin	Kristine Olafson	Roberta Pronteau, CFRE	
Genevieve Cloutier	Laura Asher		



"I continue to support AFP as an alpha member to the Every Member Campaign as I see value in the work that our local chapter does in bringing our community of fundraisers together. I also recognized the importance of the research being done by AFP Canada. Most of my philanthropy is done through monthly giving so that I can maximize my annual contribution and I don't have to remember to make my gift before year end. I give to thank AFP for the opportunities they provide me to grow in my career!"

Bridgette Parker, CFRE, Director of Development, Winnipeg Harvest

Awards and Scholarships

In 2018, thanks to the generosity of donors to the Every Member Campaign, eleven members attended a variety of fundraising conferences, courses and workshops, locally, nationally, and internationally. **Congratulations to the following members who received grants and scholarships in 2018!**

Linda Lindsay Scholarship

Tania Douglas, formerly Planned Giving Officer, Children’s Hospital Foundation of Manitoba, for the 2018 Western Canada Fundraising Conference.

Susan Storey Professional Development

Brittany Odger, Donor and Partnerships Manager, Turning Leaf, for AFP Congress 2018 in Toronto.

Chamberlain Scholarship

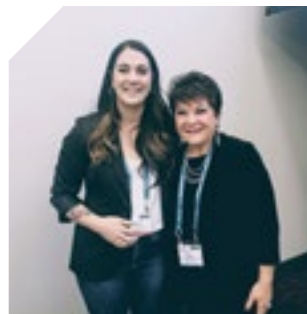
Nicole Hrehirichuk, National Manager, Stewardship, World Vision, for AFP International Conference 2019 in San Antonio, Texas.

Diversity and Inclusion Scholarship

Derek Yarnell, Annual Giving and Stewardship Manager, CancerCare Manitoba Foundation, for AFP International Conference 2019 in San Antonio, Texas.

“Thank you so much to AFP and the Every Member Campaign for this opportunity, through the Susan Storey Scholarship and the Educational Grant. I don’t know if I would be as cemented and determined to make a change in this role without being able to go to Congress. I will be unpacking my experience there for many months to come, and I have the most deep appreciation for those that provided this opportunity. Thank you, thank you, thank you!”

Brittany Odger, Donor and Partnerships Manager, Turning Leaf Community Support Services





Education Grants

Heidi Struck, Director of Development, Manitoba Theatre for Young People, for AFP Congress 2018 in Toronto

Janellyn Marcial, for the Fundraising of Fundamentals Course held in Winnipeg in 2018

Stephanie Lambert, for the Fundraising of Fundamentals Course held in Winnipeg in 2018

Lesley Lewis, for the Fundraising of Fundamentals Course held in Winnipeg in 2018

Judy Leiman, for the Fundraising of Fundamentals Course held in Winnipeg in 2018

"I was thrilled to take part in Fundamentals of Fundraising, I had been looking forward to taking this course for a few years. Not only did the weekend course give me knowledge, insights and new connections, I left with a newfound energy, comfort level and confidence with respect to fundraising. One aspect that really resonated with me was the discussions surrounding a culture of philanthropy. One of the thoughts that this provoked within me was that an organization and its people, need to be open to philanthropy and all that entails. This will lead to a successful culture of philanthropy and fundraising campaigns."

Stephanie Lambert, Fund Development Coordinator, Rossbrook House





2018 Manitoba Philanthropy Award recipients with AFP MB President.

National Philanthropy Day

On November 15th, friends of philanthropy in Manitoba came together at a luncheon in celebration of National Philanthropy Day (NPD), a day which puts philanthropy into action and recognizes the change it has brought about in our communities. From across the province 350 in-person attendees, and many more via Facebook Live, recognized the hard work, dedication and passion that goes into creating change that makes our province a better place to live, work and play.

As part of those celebrations AFP Manitoba presented the Manitoba Philanthropy Awards. Each award recognizes the hard work, dedication and passion that goes into creating change in Manitoba.

We were thrilled to have several special guests at this year's NPD luncheon, including Elder Don Robinson who brought blessings to the event, Rahim Ladhani of CTV Morning Live as event emcee, and special greetings from 2010's Outstanding Volunteer Fundraiser, the Honourable Janice C. Filmon, C.M., O.M., Lieutenant Governor of Manitoba.

Manitoba Philanthropy Awards

Congratulations to the 2018 recipients of the Manitoba Philanthropy Awards!

Outstanding Philanthropist

Tannis M. Richardson, C.M., LL.D.

Outstanding Volunteer Fundraising

Gregg and Mary Hanson

Outstanding Service Group

KidFish

Outstanding Large Philanthropic Organization

Qualico

Youth in Philanthropy (16-25)

Tanjit K. Nagra

Outstanding Professional Fundraiser

Joan Blight



"I have a treasure chest of memories, and there's one day I look back on that was very special. It was the first night of a Starry Starry Night, we had planned to have it on the plaza of city hall. Everyone was out there all morning and rushing around doing things. As I stood there, I noticed a lady coming out of city hall. And she made her way to the railing, she gingerly went down one step at a time. When she reached the plaza she came over. She said, 'What is happening here?' I told her it was going to be a lovely party, there was going to be dinner and lots of people coming. I told her that everyone coming would be contributing to find a cure for diabetes. She stood there and she looked at me, she had this well worn purse. She opened it and took out a dollar bill. As she gave it to me she said, 'I hope this helps you find a cure for diabetes.' As she walked away, the tears started to flow from my eyes. I thought, You are a real philanthropist, you gave what you could to benefit others."

Manitoba Philanthropy Award honouree Tannis Richardson speaking at the National Philanthropy Day celebration on November 15, 2018.



Audience continues to be inspired by the Manitoba Philanthropy Awards.

Sponsorship

We are grateful for both our loyal sponsors and those who chose to support AFP Manitoba for the first time in 2018. The generosity of these donors makes it possible for our members to participate in activities that strengthen the fundraising profession and philanthropy in Manitoba.

Thank you to the following sponsors who value and celebrate philanthropy in Manitoba through their financial support:

- Global Philanthropic
- Great-West Life
- James Richardson and Sons, Limited and Affiliated Companies
- Katarina Kupca
- Price Industries
- TELUS Manitoba Community Board
- The Winnipeg Foundation
- The United Way of Winnipeg
- University of Manitoba

Thank you to the following gift-in-kind sponsors who helped make the 2018 National Philanthropy Day celebration a wonderful event!

- Banville and Jones Wine Co.
- Digital Drum
- Freeman Audio Visual
- Quantum Graphics and Consulting

A special thank you to the following:

- Geraldine De Braune
- Alli Mae Fresh Events
- Rahim Ladhani, CTV Morning Live
- Elder Don Robinson

Moving The Charitable Sector Forward Together

Professional Development

We appreciate the support of our members who demonstrated their commitment to our profession by investing in professional development. **Thank you to the presenters who shared their expertise on a variety of important topics relevant to our sector as well as those who attended the sessions and offered ideas for future speakers and topics.**

In 2018, our members attended seven education sessions offering information, inspiration and networking opportunities for our members and the fundraising community in Manitoba. Sessions included one in Brandon, one co-hosted with the Canadian Association of Gift Planners Manitoba Chapter and AFP's Fundamentals of Fundraising course which was delivered in Winnipeg over one weekend. In total, there were 350 spots in these events for members to attend throughout 2018.

List of 2018 PD Sessions

Date	Type	Session Title	Presenter
Jan 25, 2018	Education Session	2017 Philanthropic Trends	Susan Storey
Mar 7, 2018	Education Session	Major Gifts and Moves Management	John Davies
May 3, 2018	Education Session (brandon)	Leading a Charity	William Pratt, CFRE
May 11, 2018	Education Session	Sponsorship – Securing and Maintaining Strong Corporate Partnerships	Moderator: Chrystal Robert-Macey Panelists: Nan Colledge, Dana Oftedal and Shirley Retzlaff
Oct 18, 2018	Education Session Join with CAGP	Those Awkward Fundraising moments – How to respond when you're thinking, "Did I Really Just Hear that?"	David Grad, Tania Douglas and Shelley Smith-Hines
Nov 28, 2018	Education Session	Engaging Volunteers in Fundraising	Jonathon Lyon and Tina Jones

IDEA and Ethics

One of the most memorable sessions from 2018 occurred when members generously volunteered to share their insights into ethical behavior based on practical experience in the professional development session: “Those Awkward Fundraising Moments – how to respond when you’re thinking, “Did I Really Just Hear That?”.

The discussion drew a passionate response from members and made clear in this age of #metoo local members have faced unwanted sexual attention in the workplace. We encourage all our members to read the new first-ever comprehensive study of sexual harassment in the fundraising profession from AFP and The Chronicle of Philanthropy which found more than one quarter of all female fundraisers have experienced sexual harassment while working.

For more information visit:

<https://afpglobal.org/one-quarter-all-female-fundraisers-report-sexual-harassment>.

And thanks to the generosity of donors, AFP International’s Women’s Impact Initiative includes a Mentoring and Leadership Development Program specifically for female emerging leaders: <http://afpidea.org/wii>.

Members also lead conversation at informal mixers that extolled the virtues of, and examined the challenges inherent in, ensuring a diverse community of professional fundraisers in our membership. Outreach to members of diverse communities helped to ensure a variety of voices were heard at these informal gatherings.

Members of diverse communities are valued by our association and are encouraged to be a part of mixers on a regular basis.



Fundraising in a smaller centre and/or a rural environment can present unique challenges for our members.

As part of William Pratt’s session, ‘Leading a Charity’, members from Brandon and the surrounding area made time to incorporate discussion of some of the unique challenges and opportunities inherent in being geographically more remote from their colleagues.

Outreach

Outreach to prospective members and new fundraisers continues to build awareness of AFP within the province.

In 2018, we attended events to promote AFP and began an initiative to engage young people who are interested in philanthropy and encourage them to reach out to AFP when they are seeking fundraising answers.

This initiative will grow the local chapter, as well as the profession in the future years. We look forward to continuing to reach new fundraisers in 2019.

Government Relations

National and local governments are essential to providing environments where fundraising and charities can thrive. That's why AFP Manitoba is building relationships with government and helping members stay informed on relevant public policy. As part of AFP Global's "A Day in the Ridings" initiative, board volunteers met with local Members of Parliament to help shape public policy and establish AFP as a valued insight provider.

These meetings focused on three key priorities:

- Designating a federal department to have economic policy responsibility for the nonprofit sector.
- Allocating \$1 million annually to Statistics Canada for the purpose of collecting, analyzing, and disseminating comprehensive data about the nonprofit sector.
- Permanently eliminating the capital gains tax on charitable gifts of private company shares and real estate.

Moving forward, we will continue to build relationships with government officials and to serve as a valuable resource for them as they create policy that affects our members.

Communications

In 2018, we began to develop a new communications strategy prioritizing member engagement. In partnership with communications agency Deschenes Regnier, volunteers helped to define the association's voice and align our communication efforts with our mission "to stimulate a world of generosity and positive social good through fundraising best practice".

The resulting strategy impacted our communications in two key areas:

Website

AFPManitoba.org received a makeover resulting in a more user- and mobile-friendly website. In 2019, we will continue updating our website with new content and resources throughout the year.

Social Media

Members engaged with AFP on Facebook, Twitter and LinkedIn more frequently. In 2018 posts increased from bi-weekly to almost daily sharing of relevant content such as job postings, scholarship opportunities, news articles and thought pieces about the charitable sector in Manitoba and Canada.

These changes are only the beginning; to help ensure our communications are as relevant as possible we would like to hear your thoughts on how we can continue to improve: AllisonZ@afpmanitoba.org.



Mike Duerksen (Government Relations Chair) and Sana Mahboob (AFP MB President) connect with Robert-Falcon Ouellette (MP, Winnipeg Centre).

Thank You!

A special thank you to the following members for volunteering their time as part of committees:

Awards and Scholarships Committee

Juliette Mucha, Shona Connolly, Derek Yarnell, Jackie Markstrom, and Kirsten Halden with board member Pam Simmons

Professional Development Committee

Lindsay Felstead, Katerina Kupca and Pat Robertson with board members Monica Dinney and Genevieve Cloutier

Manitoba Philanthropy Awards Adjudicating Committee

Michel Lagacé, Harvey Sexter, Leslie Weir, Sharron Harrald, and Phil Chiappetta with board member Pam Simmons

National Philanthropy Day Planning Committee

Ashley Davidson and Donna Korade with board members Stephanie Lambert, Lesley Lewis, Heidi Struck, Allison Zacharias and Pam Simmons



The 2018 AFP Manitoba Board of Directors from left to right are: (back row) Derek Yarnell, Lesley Lewis, Heidi Struck, Pam Simmons, Courtney Nodrick, Karen Fowler, Allison Zacharias (front row) Genevieve Cloutier, Nicole Hrehrichuk, Sana Mahboob, Carolyn Basha, Stephanie Lambert, and Stephanie Bevacqua.

Missing: Valorie Block, Mike Duerksen, Sarah Duval, Monica Dinney, and Danielle Robidoux.



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