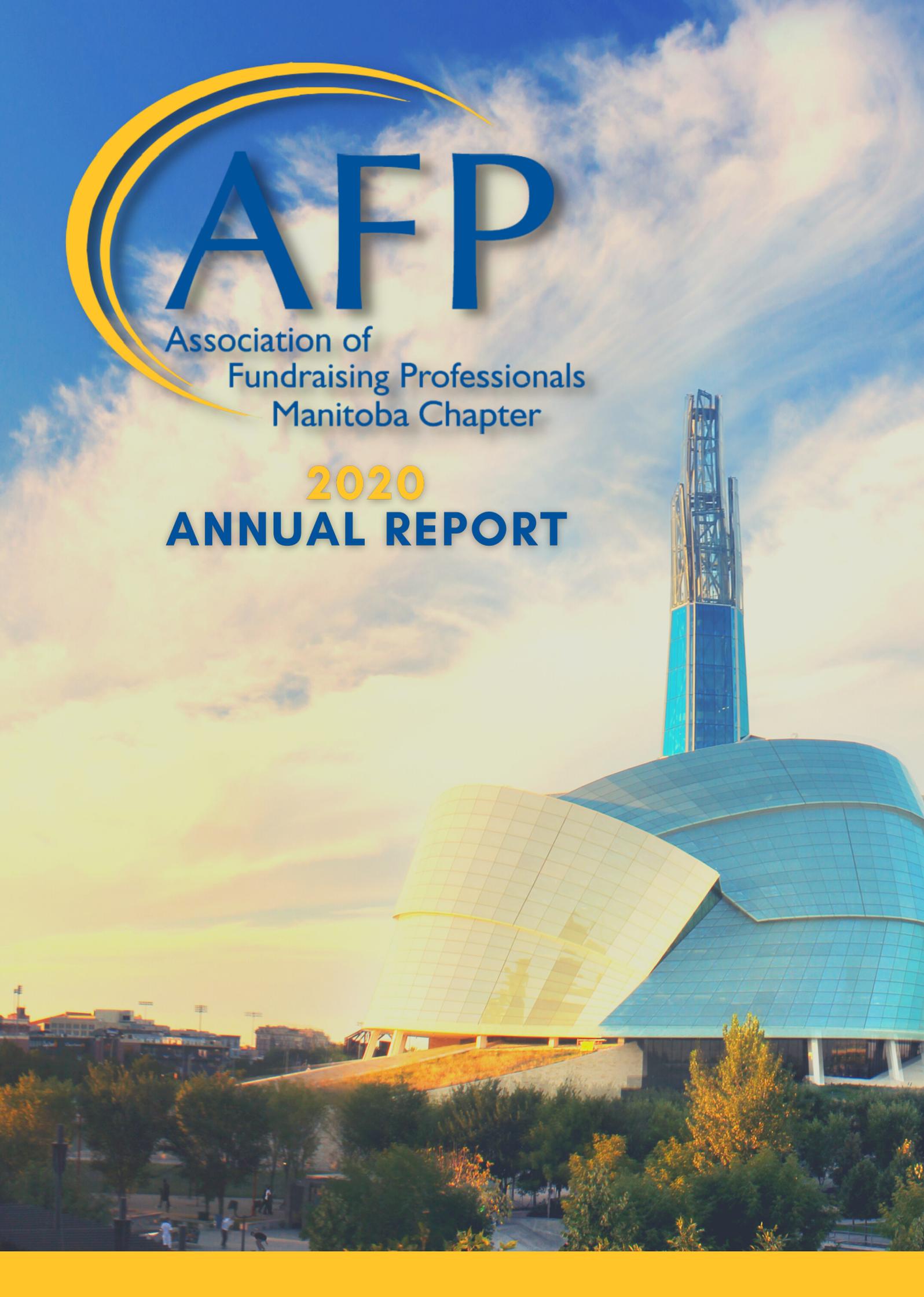




Association of  
Fundraising Professionals  
Manitoba Chapter

**2020**  
**ANNUAL REPORT**





# YOUR AFP MANITOBA TEAM

## Board of Directors

- **President** | Nicole Hrehirchuk - *World Vision Canada*
- **President-Elect** | Karen Fowler, CFRE - *St. Boniface Hospital Foundation*
- **Past President & Nominations** | Sana Mahboob - *Government of Canada*
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- **Awards & Scholarships** | Kirsten Davidson, CFRE - *The Winnipeg Foundation*
- **Communications** | Lisa Thomson Stifora - *St. Boniface Hospital Foundation*
- **Communications** | Evan Maydaniuk - *Big Brothers Big Sisters of Winnipeg*
- **Every Member Campaign** | Donna Wilford - *Assiniboine Park Conservancy*
- **Government Relations** | Justin Wilson - *University of Manitoba*
- **IDEA & Ethics** | Pat Robertson, CFRE - *St. Boniface Hospital Foundation*
- **Membership** | Donna Korade - *The Shevchenko Foundation*
- **National Philanthropy Day** | Stephanie Lambert - *Rosbrook House Foundation*
- **National Philanthropy Day** | Crystal Leochko-Johnston - *Eclipse Research Group*
- **Outreach** | Heidi Struck - *Manitoba Theatre for Young People*
- **Professional Advancement** | Lindsay Felstead - *Palliative Manitoba*
- **Professional Advancement** | Courtney Nodrick, CFRE - *Children's Hospital Foundation*
- **Chapter Administrator** | Lori Mahoney - *AFP Manitoba*



# PRESIDENT'S REPORT

Nicole Hrehirchuk

2020 was many things, but mundane and uninspiring it was not! It threw a curveball at the world that we did not see coming. The COVID-19 pandemic challenged fundraisers, Manitobans and literally the entire global citizenship in ways we could not have imagined. We will not be the first to acknowledge that great tragedies occurred this past year including the loss of loved ones, ending of employment for many and the scaling back of the economy. If we were not somehow directly affected by these outcomes as fundraisers in a very connected and tight-knit community, we were and continue to be close to it all.



Unprecedented, pivot, social-distancing, Zoom fatigue, cut-backs, re-forecast, virtual (everything), and lockdowns...these are just some of the buzzwords of 2020 that most likely will remain for some time.

Through all of this though there are people of resilience, like-minded with common goals who are continuing to make a difference. People like you – fundraisers and those connected to our great fundraising community! YOU made it through and are continuing to bring together hearts and minds, building bridges between those wishing to help provide much needed resources with those who need it most in our community. Where there are challenges there are also opportunities and impactful success stories. We celebrate you!

AFP Manitoba is full of caring professionals who choose to make a difference. As a Ten Star Gold Chapter, we are so grateful to continue being a resource for our membership to learn, grow, teach, and network within one of the most impactful professions in society.

Hope for a better future is integral. Taking steps to make it so is everyone's business. As a member of the Manitoba Chapter of the Association of Fundraising Professionals, you continue to put hope into action.

I am so grateful to continue leading the AFP Manitoba Chapter through these challenging times. THANK YOU - to our members, our hard-working committees and the AFP Manitoba Board for your patience, perseverance, and continued optimism!

Special thanks to our hard-working and exceptional Administrator, Lori Mahoney, for being as steadfast and patient as ever as we continue to adapt in an ever-changing environment.

*Report Submitted by Nicole Hrehirchuk, President.*

# TREASURER'S REPORT

Glynis Corkal

In a normal year, the Treasurer's report provides members with a snapshot of our finances. Were revenues and expenses up or down compared to the previous year? Is our chapter financially able to continue providing the value our members expect while remaining fiscally responsible?

The short answer is yes. We know this year has not been normal. And while this report still provides a financial snapshot, the story behind the finances is much different than normal. As you know, 2020 was a year of sudden and unexpected change and with it, came unexpected impacts on our revenues and expenses.

While we continued to accrue the expenses of running a chapter and providing services to our members, our revenue streams diminished significantly. Thanks to the ongoing support of our members, and the hard work of AFP Manitoba board members in years past, we have weathered the financial storm of 2020. Our chapter reserve funds meant that we are able to take a loss that would not impair our short-term existence.



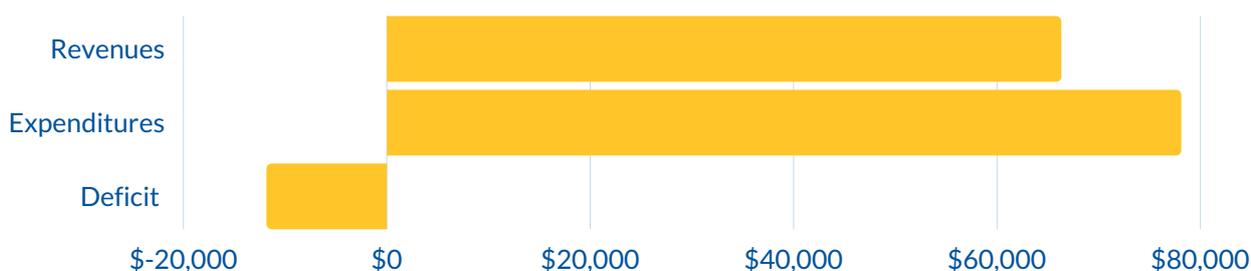
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## Revenue and Expenditures

During the 2020 fiscal year, AFP Manitoba had total revenue from all sources of \$66,278 and total expenditures of \$78,073 resulting in a deficit of \$11,795.

Revenues decreased across all sources: less job postings, fewer member renewals, and the biggest loss - the in-person Manitoba Philanthropy Awards which meant reduced sponsorship and ticket revenue. The costs of moving to a virtual platform were significant. But not celebrating philanthropy in our province was not an option.

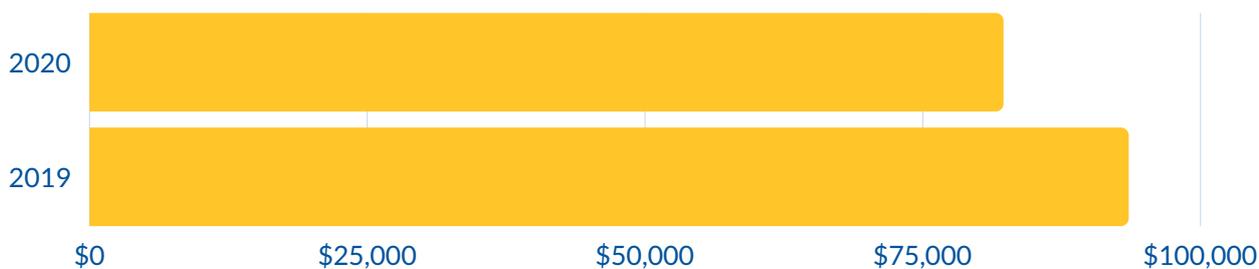


## Total Assets

At the end of fiscal year 2020, the chapter had total assets of \$82,224 down from \$93,590 in 2019. The 2020 assets includes two term deposits (GIC and redeemable GIC) totaling \$34,497. Additionally, we hold a high-interest account and a low-interest bearing chequing account with a combined balance of \$42,479. All accounts are held with Assiniboine Credit Union.

In putting together a budget for 2021 - AFP Manitoba's 25th anniversary year - the board was prudent but optimistic. We will adjust our plans as often as needed as circumstances change. However, in order to continue providing our members with the value they expect, we are anticipating another deficit for 2021. Thankfully, prudent investments of the past will allow us to serve you for another year.

We know 2020 was a difficult year for many and 2021 will continue to present challenges. There is light at the end of the pandemic tunnel. With your continued support and the hard work of our volunteer board and committees, AFP Manitoba will celebrate another 25 years.



*Report Submitted by Glynis Corkal, Treasurer.*

# MEMBERSHIP

## Donna Korade

The support of fundraising professionals in Manitoba who have committed to another year of membership with AFP has not gone unnoticed. 2020 was a challenging time that presented extraordinary circumstances for us all. Despite the impact of COVID-19 on the non-profit sector, 160 members contributed to a dynamic professional community in 2020. As we focus on the year ahead, we look forward to welcoming and introducing new members, while recognizing milestones of returning members. Each of you are celebrated for adding your voice to the charitable sector in our province.



Thank you to each and every member who joined us at our membership events and mixers throughout the year. This included our 2020 Annual General Meeting which, due to COVID-19 restrictions, was presented virtually. In early February, before life changed dramatically, we had the pleasure of gathering in person after work at One Great City Brewing Company. As the pandemic set in, we networked over a series of virtual "Happy Hours" from the comfort and safety of our own homes. We wrapped up 2020 with a fun and festive virtual holiday mixer that delighted members with curbside delivery of an individual charcuterie box, a Christmas sweater contest, and a lively game of holiday trivia.

It is the generosity of members who give their time to all of these local activities that earned AFP Manitoba the Ten Star Gold Award once again in 2020. This award recognizes chapters where member participation has increased professionalism within the fundraising sector and generated public awareness of the importance of philanthropy. You are all appreciated!

*Report Submitted by Donna Korade, Membership Chair.*



*"I joined AFP to have access to valuable educational opportunities and fundraising resources. The additional advantage I received was finding a place to connect with like-minded professionals and benefit from having peers to consult with."*

*- Adell Gauthier, CFRE, Fund Development and Event Coordinator*

# MENTORSHIP

Karen Fowler, CFRE

All members of AFP Manitoba continued to have access to free mentorship opportunities throughout 2020. The goal of our Mentorship Program is to create partnerships that enhance and support our commitment to best practices and ethical standards in fundraising, as well as diversity and inclusion.

Each year, we pair mentors and mentees together to create mutually beneficial learning opportunities. Often these matches have shared interests in specific areas of fundraising, and the Mentorship Program also pairs novice/new fundraisers with seasoned professionals to share knowledge and ideas. Over the course of 2020, over 20 partnerships were developed that provided participants with expanded networking and leadership opportunities.



Thank you to everyone who participated in the Mentorship Program in 2020!

*Report Submitted by Karen Fowler CFRE, President-Elect.*



- Jayne Hammond  
Grants & Corporate Giving Manager

*"I found that as an inexperienced fundraiser, I benefitted from networking and relationship building that resulted from our Mentorship meetings. I learned a great deal that helped to build my confidence quickly, and I believe the advice and feedback from my mentor resulted in me being able to acquire and retain new support for my organization even when the pandemic was in full force. The Mentorship experience was a great way to build a meaningful relationship with a senior fundraiser you will look up to, and great best-practice sharing to hear how a similar organization handles certain challenges."*

# EVERY MEMBER CAMPAIGN

## Donna Wilford

Thank you to everyone who supported the Every Member Campaign in 2020. Your generosity will allow AFP Manitoba to offer grants, scholarships and awards to our members in 2021.

An amazing 50 donors supported the campaign in 2020, helping AFP Manitoba ensure we can continue to support our membership. We extend a special thank you to all 23 of our Monthly Alpha Donors.



The AFP Foundation of Philanthropy does not receive any funds from membership or chapter dues, all revenue is raised through our members. You have made an impact on the future of philanthropy in Canada! Thank you for supporting the Every Member Campaign!

*Report Submitted by Donna Wilford, Every Member Campaign Chair.*

## EVERY MEMBER CAMPAIGN DONORS

*\*Alpha Society - Monthly Donors*

Ron Bailey\*  
 Carolyn Basha, CFRE\*  
 Kristine Betker, CFRE\*  
 Stephanie Bevacqua, CFRE\*  
 Joan Blight  
 Valorie Block\*  
 Tracy Bowman  
 Diane Boyle  
 Tansey Buike\*  
 Genevieve Cloutier  
 Glynis Corkal  
 Jo-Anne Dalton  
 Kirsten Davidson, CFRE  
 Adrienne Domingo  
 Tania Douglas, CFRE\*  
 Noreen Fehr

Karen Fowler, CFRE\*  
 Nicole Hrehirchuk\*  
 Donna Korade  
 Katarina Kupca\*  
 Stephanie Lambert\*  
 Crystal Leochko-Johnston  
 Nicola Lindley-Starin  
 Jonathon Lyon  
 Sana Mahboob\*  
 Evan Maydaniuk\*  
 Thomas McLeod\*  
 Juliette Mucha  
 Courtney Nodrick, CFRE\*  
 Bridgette Parker, CFRE\*  
 Rebecca Peech\*  
 Kathy Penner\*

Ana Plotnicoff\*  
 Roberta Pronteau, CFRE  
 Beth Proven, CFRE  
 Carolyn Rickey, CFRE  
 Patricia Robertson, CFRE\*  
 Tara Sawchuk\*  
 Pamela Simmons, CFRE\*  
 Lori Stewart  
 Lisa Thomson Stifora\*  
 Heidi Struck\*  
 Donna Wilford\*  
 Justin Wilson  
 Derek Yarnell, CFRE  
 Allison Zacharias\*



# AWARDS & SCHOLARSHIPS

## Kirsten Davidson, CFRE

In 2020 AFP Manitoba continued to support members' learning needs and development of their skills as professional fundraisers. This year highlighted our need to be agile and adaptive to not only continue to help our organizations flourish, but to carry on fundraising success during a global pandemic. There were incredible opportunities to learn and connect with others in our increased virtual world. We liaised and were educated together with colleagues and peers from across the globe while staying right here in Winnipeg.



Funding for these grants and scholarships would not be possible without the incredible generosity of donors to the Every Member Campaign and the continued commitment of our members. Recipients used their awards to attend conferences, take courses and access networking opportunities. Congratulations to the following members who received Grants and Scholarships in 2020!

*Report Submitted by Kirsten Davidson CFRE, Awards & Scholarships Chair.*

## SCHOLARSHIP & GRANT RECIPIENTS

### **Linda Lindsay Scholarship**

Marina Albo, Fund Development Manager | *New Directions*

### **Patricia Hardy Award for Professional Advancement**

Juliette Mucha, Director | *St. Amant Foundation*

### **Chamberlain Scholarship**

Pat Robertson, CFRE, Major Gifts | *St. Boniface Hospital Foundation*

### **AFP Manitoba Education Grant**

Roxanne Tackie, Co-Founder | *Story Point Consulting*

### **AFP Manitoba Education Grant**

Evan Maydaniuk, Director of Development & Marketing | *Big Brothers Big Sisters of Winnipeg*

# NATIONAL PHILANTHROPY DAY & MANITOBA PHILANTHROPY AWARDS

## Stephanie Lambert & Crystal Leochko-Johnston

On November 27, 73 individuals and 9 groups viewed the first-ever virtual Manitoba Philanthropy Awards. Due to COVID-19 we were unable to meet in person, yet during a year of incredible hardship we were still able to come together to celebrate philanthropy in Manitoba.

The 2020 Manitoba Philanthropy Awards recognized the outstanding people, organizations and service groups that made a positive impact in our province.

Thank you to special guests who joined us this year: Norman Meade, who brought blessings to the event; Leah Eustace of Blue Canoe Philanthropy who inspired us with an opening keynote; Sana Mahboob, Past-President of AFP Manitoba, who emceed the event, and The Honourable Janice Filmon, Lieutenant Governor of Manitoba, who brought greetings.

Thanks to everyone who attended and promoted the 2020 event - we look forward to celebrating with you in 2021!

*Report Submitted by Stephanie Lambert and Crystal Leochko-Johnston, National Philanthropy Day Co-Chairs.*



### CONGRATULATIONS TO THE 2020 RECIPIENTS

Outstanding Foundation or Philanthropic Group | Associates of the Winnipeg Art Gallery  
 Outstanding Corporation | Fukumoto Fitness  
 Outstanding Professional Fundraiser | John Kearsey  
 Outstanding Philanthropist | Michael Nesbitt  
 Outstanding Volunteer Fundraiser | Paul Soubry  
 Outstanding Youth in Philanthropy | Abigail Stewart

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### WITH SPECIAL THANKS

Alli Mae Fresh Events, Dave's Quick Print, Geraldine De Braune, Honourable Janice Filmon, Jonathan Ventura, Leah Eustace, ACFRE, Norman Meade, and Sana Mahboob

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# IDEA & ETHICS - INCLUSION, DIVERSITY, EQUITY & ACCESS

Pat Robertson, CFRE

The Manitoba Chapter once again achieved AFP's "IDEA Champion" designation. Thanks to the enthusiasm and commitment of our members, we joined chapters across Canada and the US who are making it a priority to ensure that the values of Inclusion, Diversity, Equity and Access are embedded across their organizations.

A key pillar of AFP Manitoba's IDEA strategy focuses on Reconciliation. In 2019, we made a public commitment as a chapter:



*"The Association of Fundraising Professionals, Manitoba Chapter, commits to fostering a culture in which Indigenous Peoples and all members can contribute to their fullest potential by promoting and providing opportunities for people who are different to learn from one another. In response to call-to-action 92 we will ensure Aboriginal Peoples have equitable access to professional development training. We will continue to open membership meetings by practicing Traditional Territories Acknowledgement and/or alternate acknowledgements. We will investigate providing education on Indigenous history to our membership as well as incorporating an Indigenous perspective on Philanthropy into our programming."*

As part of that commitment, we were proud to offer education on the history of Aboriginal peoples to AFP Manitoba members. So far, a good number of Manitoba members have taken part in this two-hour online class, available at no cost. We collaborated with chapters in Saskatchewan, Alberta and BC to make the opportunity available to AFP members across western Canada.

On July 1, 2020 AFP Manitoba issued a Statement Against Racism, expressing our commitment to working to bring about a more inclusive profession, and providing access to education for members so we can all champion justice, equity and inclusion within all of our organizations.

In October AFP celebrated Ethics Awareness Month. Valuable resources including deep dive articles, free sessions, micro-learning videos and more are available on the AFP Global website.

*Continued.*

As signatories to the City of Winnipeg's Indigenous Accord, in November we joined over 150 guests at the city's fifth annual All-Partner Gathering to learn about implementing the MMIWG (Missing and Murdered Indigenous Women and Girls) Calls for Justice in our own organizations.

Looking forward into 2021, we are planning to offer a series of conversations for our membership exploring IDEA principles as they specifically relate to our practise as professional fundraisers. We hope that these sessions will generate ongoing conversations among our membership and help give fundraisers the tools to become champions of justice, equity and inclusion within our sector.

*Report Submitted by Pat Robertson CFRE, IDEA Chair.*

# COMMUNICATIONS

## Lisa Thomson Stifora & Evan Maydaniuk

In 2020, AFP Manitoba continued to focus its communications strategy on member engagement. Throughout the year, we shared news and updates with our membership via our bi-weekly e-newsletter, on our website, and on social media channels (Facebook, LinkedIn and Twitter).

Across these platforms, we offered our members relevant content including job postings, scholarship opportunities, news articles, links to professional development opportunities, and thought pieces about the charitable sector in Manitoba and Canada.

Communications are an important tool in keeping fundraising professionals well informed, and we look forward to using our voice to continue building a sense of community with in our province's philanthropic sector.

*Report Submitted by Lisa Thomson Stifora and Evan Maydaniuk, Communications Co-Chairs.*



# PROFESSIONAL ADVANCEMENT

Lindsay Felstead & Courtney Nodrick, CFRE

We appreciate the support of our members who demonstrated their commitment to our profession by investing in their professional development in 2020. 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. We would also like to thank the members of the professional development committee for providing their time and talents in 2020.



Educational sessions are designed to advance our chapter through training, learning and networking opportunities while providing a balance of inspiration, practical skill development and bigger picture thinking for our membership and the broader non-profit community.



At the outset of 2020, we had planned a number of in person events, which of course needed to be cancelled because of COVID-19; however, we were pleased to engage our membership with virtual professional development opportunities.

We hope sometime in the near future, we are able to gather in person for professional development and networking sessions once again. But until then, the PD committee will continue to offer virtual sessions that we hope are valuable to our members. At any time, if members have professional development ideas, please reach out to the PD Co-Chairs.

*Report Submitted by Courtney Nodrick, CFRE & Lindsay Felstead, Professional Advancement Co-Chairs.*

## **Are You Really Ready to Launch a Campaign?**

Panel moderated by Susan Storey, CFRE; panellists Kat Kupca and Rheo Catt | February 27th, 2020

## **Pivoting to virtual events- Sharing Early Success Stories**

Facilitator Karen Fowler, CFRE; Presenters Jessica Miller & Kristine Betker, CFRE | June 23rd, 2020

## **Donor Stewardship: Easy and Effective Ways to Stay in Touch with Donors All Year Long**

Presenter Mark Chilutti, CFRE | August 19th, 2020

## **Looking back: How has COVID-19 affected your fundraising?**

Networking & Break Out Rooms | October 22nd, 2020

## **Looking forward: How WILL Covid-19 affect your fundraising moving forward.**

Networking & Break Out Rooms | November 19th, 2020

# GOVERNMENT RELATIONS

## Justin Wilson

The Government Relations Committee is focused on building relationships with government and helping our members stay informed on public policy relevant to the charitable sector. The primary focus for 2020 was discussing and petitioning for the creation of a \$10B stabilization fund for the charitable sector, which was predicted to lose between \$9.5 and \$15.7 billion, with layoffs estimated between 118,000 and 194,000 people.



On a positive note, the Finance Committee did recommend support for the non-profit sector in the 2021 Federal Budget. The House of Commons Standing Committee on Finance recently released its pre-budget consultation report, which included the following that are specific to the non-profit and charitable sector:

- **Recommendation 56:** Eliminate the capital gains tax on donations of shares in private corporations or real property to charities.
- **Recommendation 57:** Establish a fund to provide bridge operating grants for up to 12 months to essential community service organizations. Funding should be flexible to allow organizations to maintain operations and respond to emerging needs. This support should be made available for a three to six-month period as organizations recover from the impacts of COVID-19. Applications should outline needs or financial duress, and what other programs have been accessed (or are unavailable), such as wage and rent relief. Support could be differentiated by subsector or relevant need – as immediate humanitarian support may be gauged differently than longer-term institutional goals that can be addressed at a later time.
- **Recommendation 58:** Review existing tax measures available to both individual and corporate donors and make appropriate amendments to encourage giving to, and supporting the recovery of, the health charities sector.

Moving forward in 2021, members can continue to remind our government that it can help charities and nonprofits across our country by extending emergency support programs, asking for a direct financial investment in community organizations, and exploring programs that encourage donations to charities.

*Report Submitted by Justin Wilson, Government Relations Chair.*

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# COMMUNITY OUTREACH

## Heidi Struck

AFP Manitoba is committed to strengthening the charitable sector through community outreach activities that promote the value of philanthropy, encourage the development of new fundraisers and support the work of current AFP members.

Although some of the outreach activities planned for 2020 were impacted by the pandemic, we continued to focus on seeking out opportunities where we could connect with individuals and organizations across the province. During the Manitoba Philanthropy Awards, our chapter provided a glimpse into our plans to launch a video in 2021 celebrating fundraisers and AFP. This video will become a valuable asset for communicating the value of AFP and the impact of the fundraising profession.



This past year has reminded us of the crucial role that fundraisers have in the charitable sector. While many non-profits adapted to the ever-changing public health restrictions and greater demand for services, it was our members who creatively adjusted to ensure those charities had the funding to deliver on their programming. Thank you for your dedication to making our community a better place to live. The incredible accomplishments of fundraisers this past year will help inspire our outreach efforts in 2021.

*Report Submitted by Heidi Struck, Outreach Chair.*

## THANK YOU BOARD & COMMITTEE MEMBERS!

### IDEA Committee

Pat Robertson, CFRE | Chair  
Bryce Byron  
Lori Stewart  
Robert Smith  
Roxanne Tackie

### Manitoba Philanthropy Awards Judges

Jonathan Pirrie  
Michel Lagacé  
Tania Douglas, CFRE  
Tanjit K. Nagra

### Membership Committee

Donna Korade | Chair  
Susan Buffie  
Taylor Goodson

### Communications Committee

Lisa Thomson Stifora | Co-Chair  
Evan Maydaniuk | Co-Chair  
Noreen Fehr

### National Philanthropy Day Committee

Crystal Leochko Johnston | Co-Chair  
Stephanie Lambert | Co-Chair  
Kirsten Davidson, CFRE  
Donna Korade  
Lesley Lewis  
Evan Maydaniuk  
Heidi Struck  
Lisa Thomson Stifora  
Allison Zacharias

### Professional Development Committee

Lindsay Felstead | Co-Chair  
Courtney Nodrick, CFRE | Co-Chair  
Kristine Betker, CFRE  
Genevieve Cloutier  
Monica Dinney, CFRE  
Kat Kupca

### Awards and Scholarship Committee

Kirsten Davidson, CFRE | Chair  
Shona Connolly  
Andrew Kussy, CFRE  
Jackie Markstrom, CFRE  
Juliette Mucha  
Shelly Smith-Hines  
Nikki Taylor

### Operational & Strategic Plan Contributors

Carolyn Basha, CFRE  
Erin Bend  
Stephanie Bevacqua, CFRE  
Valorie Block  
Genevieve Cloutier  
Mike Duerksen  
Sarah Duval  
Brittany Odger  
Lesley Lewis  
Derek Yarnell, CFRE  
Allison Zacharias



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