

Annual Report 2021





AFP Manitoba Land Acknowledgement

The Manitoba Chapter of the Association of Fundraising Professionals is located on the original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and on the homeland of the Métis Nation. We thank all who have protected and have been stewards of the land across Manitoba within Treaties 1, 2, 3, 4, 5, & 10 Territory, since the beginning of time, and to all who continue to defend the landways, waterways and airways that we consume daily, the keepers of our natural resources and culture.



Your AFP Manitoba Team Board of Directors

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National Philanthropy Day | Kelly Johnston - *Red River College Polytechnic*
Professional Development | Lindsay Felstead - *Palliative Manitoba*
Professional Development | Kirsten Davidson, CFRE - *The Winnipeg Foundation*
Sponsorship & Stewardship | Stephanie Lambert - *Rossbrook House Foundation*
Chapter Administrator | Lori Mahoney - *AFP Manitoba*





President's Report

Nicole Hrehirchuk



Another unprecedented year, another year of incredible steadfastness as we all persevered for the betterment of our communities, our neighbours, our families, our friends and ourselves. 2021 brought new challenges and triumphs. Innovation and camaraderie was the name of the game, enhancing traditional methods of working and sometimes even reinventing ourselves for the best in fundraising and program delivery, striving to fulfil our organisational missions.

At AFP Manitoba we pulled together, learning from our quick pivots in 2020 to enhance our efforts in 2021 to deliver more for our membership while diversifying our offerings. From our engaging membership mixers, virtual mentorship program and our IDEA conversational series, we had something for everyone to connect into to help us all grow professionally and personally, while focussing on diversity and inclusivity.

Through it all, AFP Manitoba once again achieved the Ten Star Gold Award as a chapter! AFP Global awards those chapters who have accomplished many of the key objectives outlined in the Strategic Plan. These awards encourage chapters to perform specific activities designed to increase professionalism within fundraising. Your AFP board worked shoulder to shoulder to be a leader in executing key initiatives and that dedication and momentum paid off once again. Thank you to the board of AFP Manitoba for stepping up and out for our membership!

We look forward to another year with you as we work hard to facilitate new professional development programs, help you reach your personal growth goals while we build our membership and the future of AFP Manitoba to stand strong for you no matter what may come our way!

Thank you for being you. The fabric of AFP Manitoba and its impact in our province is strong, enriched and is a welcoming place for our communities, our partners, fellow and future members. We look forward to building new opportunities to maintain our strength and grow our impact in 2022 and for future generations of fundraising professionals to join us in our great province!

Be well. Go forth. Cultivate, steward and prosper. Continue to make the world a better place through your love of mankind.





Treasurer's Report

Glynis Corkal

I'm pleased to report that we ended 2021 with a small surplus! In spite of, or maybe because of, the uncertainty that came with 2020, our chapter faced 2021 with renewed hope, vigour and determination. We hoped for a return to in-person activity but planned to stay remote and safe, with the knowledge that no matter how the pandemic developed, we could respond and provide robust programming, support and mentorship to our members.



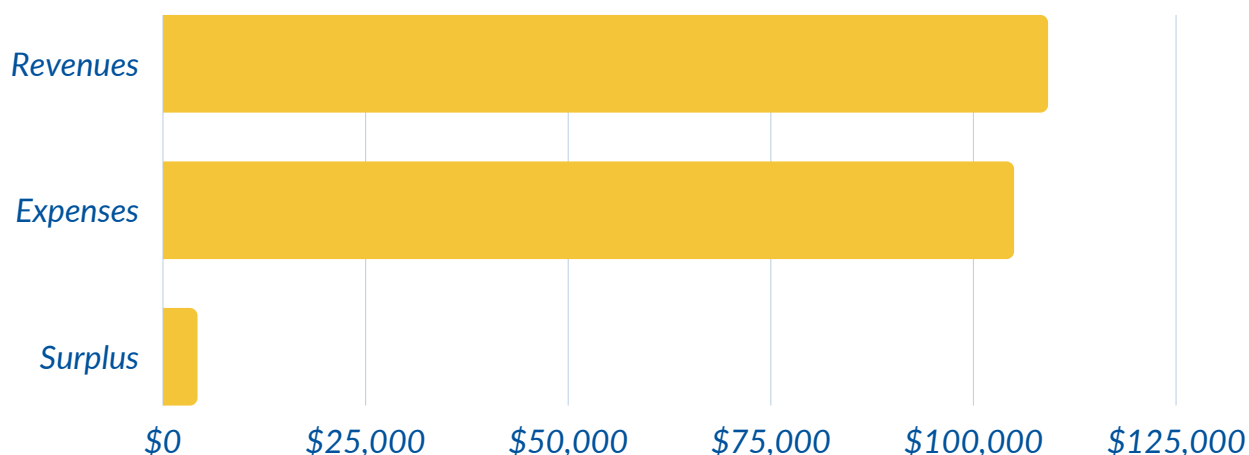
We created a plan that met our goals of providing our members with thoughtful and inspirational, educational, professional development and networking opportunities, while also being careful stewards of our chapter finances. I think we accomplished both.

Our 2021 budget was built knowing that we might experience another deficit, albeit a smaller one, but also understanding that we are lucky enough to have the reserves in place to weather one more year of uncertainty. And with hard work and some luck, we would minimise any losses. And we succeeded! Careful planning kept expenses in check while still providing value that our members expect from AFP.

Revenue and Expenditures

During the 2021 fiscal year, AFP Manitoba had total revenue from all sources of \$109,139 and total expenditures of \$104,947 resulting in a surplus of \$4,192.

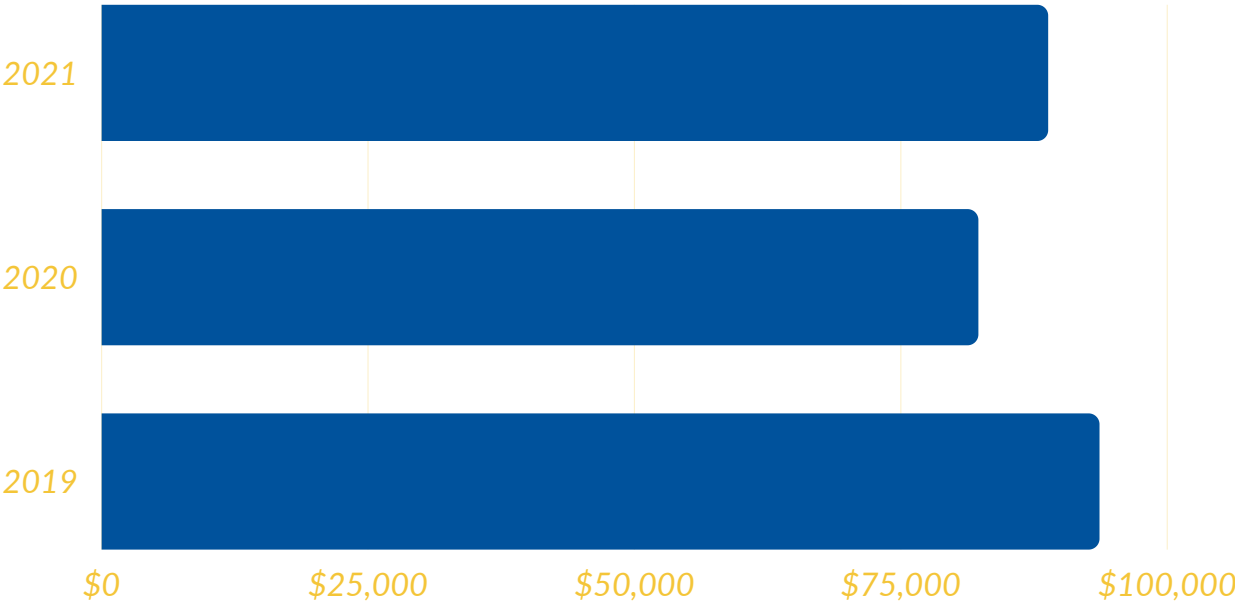
Revenues have begun to return to pre-pandemic levels for job postings. Member renewals held steady from 2020. While revenue from Professional Development sessions has not returned to previous levels because of continued virtual presentations, our team has found new ways to create value that our members have embraced. After only one year of an in-person hiatus (where the awards happened virtually), we were once again able to celebrate the Manitoba Philanthropy Awards in person!



Total Assets

At the end of fiscal year 2021, the chapter had total assets of \$88,773 up from \$82,224 in 2020. The 2021 assets include two term deposits (GIC and redeemable GIC) totaling \$35,232 and a high-interest account and a low-interest bearing chequing account with a combined balance of \$39,795. All accounts are held with Assiniboine Credit Union.

The 2022 budget includes a small deficit. We have planned for a return to in-person events, with some virtual events remaining as part of our world. We are grateful that the prudent investments of past boards continue to allow us to weather the uncertainty. And we’re confident that with careful spending and increased member engagement we will more than likely emerge with another small surplus.





Membership

Donna Korade

As we enter the second year of pandemic conditions, the support of fundraising professionals in Manitoba who have committed another year of membership with AFP is to be celebrated. Despite another challenging year, the AFP Manitoba Chapter stood strong with 166 members as of December 31, 2021 with an annual retention rate of 75% (on par with the international rate). New initiatives were launched in 2021 to increase chapter engagement including Virtual Coffee Chats, #MemberMondays, and new member announcements on our social media channels.



Thank you to each and every member who joined us virtually and in person at our membership events and mixers throughout the year. This included our 2021 Annual General Meeting which, due to the continued health restrictions, was presented virtually. In early February, AFP Director of Chapter Engagement, Allison Sedwick led a virtual presentation on making the most of the membership experience. We hosted a series of Virtual Coffee Chats and in-person networking events at The Garden and The Wood Tavern. This year also commemorated AFP Manitoba's 25th Anniversary and we were thrilled to have been able to mark this milestone at our celebratory mixer in December at the Norwood Hotel. It was an engaging evening honouring our longest standing members, acknowledging our chapter's history and celebrating our chapter's members.

As we focus on the year ahead, we will continue offering maximum value for your membership through creative engagement and networking opportunities. Thank you for the work you do and for joining our voices to raise public awareness of philanthropy in Manitoba.

AFP provides invaluable educational resources, including mentorship which are an important part of my personal and professional development.

Having access to a community of like-minded professionals is a valued resource. We are better together!

- Trish Taylor

*Community Relations & Events Director,
Misericordia Health Centre Foundation*





Mentorship

Jayne Hammond



One of the ways AFP Manitoba gives back to its members is through our free Mentorship Program. All members in good standing are invited to participate in the program. The Mentorship Program aims to create partnerships that enhance and support our commitment to best practices and ethical standards in fundraising, as well as diversity and inclusion.

Every year, we pair seasoned fundraising professionals with newer fundraisers to create mutually beneficial learning opportunities. Mentors get to flex their coaching muscles, build their leadership skills, and learn from their colleagues in the sector. Mentees benefit from having access to someone who can act as a sounding board, fill knowledge gaps, and share best practices.

Despite the pandemic, AFP Manitoba facilitated 11 mentorship pairings in 2021. Each pairing provided participants with expanded networking and leadership opportunities while helping to build community in our chapter.

Thank you to all our 2021 Mentorship Program participants!





Every Member Campaign

Donna Wilford

Thank you to everyone who supported the Every Member Campaign (EMC) in 2021. You have contributed to educational programs, research, scholarships and diversity and inclusion initiatives across the country. Every gift made helps us realise the promise of philanthropy through building the capacity of fundraising professionals.



In 2021 your donations helped the AFP Foundation for Philanthropy in Canada provide \$15,000 in scholarships to fundraisers across Canada as well as providing our chapter with a grant to support our local community of fundraisers.

An amazing 61 Manitoba donors supported the EMC campaign in 2021 raising \$8,230. We are pleased to share that is an increase of over \$1,500 from 2020. We also saw a very promising 42% participation rate up from 27% in 2020.

With Gratitude To Our Donors!

** Alpha Monthly Donor*

Laura Asher	Kelly Johnston	Rebecca Peech*
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Awards & Scholarships

Andrew Kussy, CFRE



AFP Manitoba is proud to support the professional development efforts of our members, and 2021 was no exception. Over the past year, we supported our members in attending virtual conferences, participating in courses and programs, and continuing to develop their skills as fundraising professionals in our community.

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.

A heartfelt thanks goes out to our dedicated Awards and Scholarship Committee who volunteer their time year round to ensure that our awards and scholarship opportunities continue to meet the needs of our members.

Congratulations to the following members who received Grants and Scholarships in 2021!

Chamberlain Scholar

Hannah Pratt

AFP Manitoba Education Grants

Amadu Sidi Bah

Liz Miller | Manitoba Opera

Theresa Morgan | St. John's College

Courtney Nodrick | Children's Hospital Foundation of Manitoba

Susan Storey Scholarship

Karly Tardiff | The Dream Factory

Patricia Hardy Award for Professional Advancement

Rhonda Taylor | Career Trek





National Philanthropy Day & Manitoba Philanthropy Awards

Crystal Leochko-Johnston & Kelly Johnston

On November 15, 2021, 286 people joined us at the RBC Convention Centre to celebrate the Manitoba Philanthropy Awards in person! It was exciting to host the event live where we could come together and celebrate philanthropy in Manitoba in a safe and festive environment.

The 2021 Manitoba Philanthropy Awards recognized the outstanding people, organisations 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; Melissa Ridgen of the Aboriginal People's Television Network (APTN) as our master of ceremonies; Stephanie Lambert, Sponsorship and Stewardship Chair who brought greetings on behalf of AFP Manitoba, and The Honourable Janice Filmon, Lieutenant Governor of Manitoba, who brought virtual greetings.

Thanks to everyone who attended and promoted the 2021 event - we look forward to celebrating with you in 2022!



Congratulations to the 2021 Recipients

Outstanding Youth in Philanthropy
Divya Sharma

Outstanding Philanthropic Group
St. Boniface - St. Vital Kiwanis

Emerging Leader in Philanthropy
Michelle Gazze

Outstanding Philanthropist
Larry McIntosh

Outstanding Corporation
Bison Transport

Outstanding Volunteer Fundraiser
Garth Manness

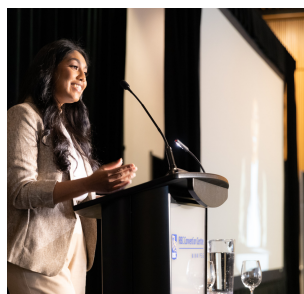


Thank you to our sponsors



With Special Thanks

Alli Mae Events, Chrissy Troy, Colette Boisvert, Honourable Janice Filmon, Melissa Ridgen & Aboriginal Peoples Television Network, Minuteman Press, Norman Meade, & RBC Winnipeg Convention Centre.



MONDAY, NOVEMBER 15, 2021

MANITOBA PHILANTHROPY AWARDS

A National Philanthropy Day celebration recognizing outstanding charitable work throughout the province

AFP Association of Fundraising Professionals Manitoba Chapter
CELEBRATING 25 YEARS

CHANGE THE WORLD
WITH A GIVING HEART
National Philanthropy Day*

FOR MORE INFO
mbphilanthropyawards.ca





Professional Development

Kirsten Davidson, CFRE & Lindsay Felstead

Adaptation was key for our sector in 2021 and AFP Manitoba was no different. We continue to be committed to providing our sector with opportunities to learn on various topics from diverse perspectives. We want to thank those who shared their knowledge and perspective with AFP Manitoba and our sector at large.

We want to continue to offer a slate of professional development sessions that the charitable sector in Manitoba finds thought-provoking, inclusive and relevant to the organisations you work for. We continue to be open to feedback and recommendations for presentation topics or speakers for future sessions. Check out the website for more information.

As with many of our roles, there was a great deal of collaboration in offering learning opportunities through AFP Manitoba. The second half of 2021 had a focus of learning from diverse voices and creating safe spaces for dialogue. Thank you to IDEA and your leadership in this area of learning.

Thank you to our current Professional Development Committee for their ongoing feedback and guidance on presentation topics, and discussions on how to best help our sector through ongoing changes.

In 2022 we look forward to gathering in-person again and having robust and healthy dialogue on a variety of topics that affect the charitable sector.



Professional Development Sessions

The Power of Story | February 9
Presenter Cate Friesen

How to Build a Highly Successful Monthly Giving Campaign | March 17
Presenter Harvey McKinnon

Corporate Philanthropy in the COVID Age | April 8
Panellists: Dave Angus - Johnston Group, Jackie Wild - TELUS,
& Katerina Bletnitsky - Canada Life

Your Mental Well Being | June 17
Presenter Dr. Rehman Abdulrehman



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 join 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 organisations.

On September 9, we were proud to take part in the official signing ceremony for the City of Winnipeg's Indigenous Accord, joining over 100 signatories. Although AFP Manitoba has been a member of the Indigenous Accord since 2019, due to COVID our official signing was delayed until 2021.

In March our membership had the opportunity to learn new perspectives about philanthropy and how it is practised around the world. AFP Manitoba's Past-President Sana Mahboob, and her friend Muhi Khwaja, Co-Founder of the American Muslim Community Foundation, led a session entitled Islam In Philanthropy. Guests joined the session from as far away as Texas, thanks to the wonders of Zoom.

During the fall of 2021 we hosted a series of five conversations focusing on various aspects of IDEA. The conversation series was intended as an opportunity for us, as professional fundraisers, to learn tools that help us put IDEA ideals and principles to work in our personal and professional lives, and to provide a safe place to ask difficult questions and have tough conversations.

IDEA Committee member Roxanne Tackie shared her reflections on Indigenous Allyship in response to the documentation of the children's remains at the former Kamloops Indian Residential School in June. Bryce Byron, another committee member shared his reflections on the importance of Pride.



The conversations gave those of us who attended lots of food for thought and sparked great conversations. The IDEA Committee is planning a book/podcast club starting in 2022 to create a space for those conversations to continue. Also in 2022, we will be intentionally seeking out conversations with diverse communities to understand how AFP may be able to partner with them, and building understanding of other philanthropic perspectives, towards the goal of making AFP Manitoba and our membership fully reflective of the philanthropic work taking place in our community.

IDEA & Ethics Sessions 2021

Islam & Philanthropy | Presented by Sana Mahboob & Muhi Khwaja

Indigenous Perspectives on Fundraising | Presented by Sharon Redsky

Reconciliation and Philanthropy | Facilitated by Kyle Mason

2SLGBTQ+ & Fundraising | Presented by Bre Giesbrecht, Rainbow Resource Centre

Anti-racism and Allyship | Facilitated by Roxanne Tackie

Decolonizing Fundraising | Facilitated by Lori Stewart



Communications

Noreen Fehr & Evan Maydaniuk

In 2021, 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). Instagram was added in May 2021.

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, Canada and around the world.

We have put a lot of work into tightening the AFP Manitoba brand, leaning into the yellow and blue themes. We have also rebranded the Manitoba Philanthropy Awards. Our vision here was to mirror the general AFP branding; but to present a more elevated version, favouring the gold and navy blue tones over the standard AFP blue and yellow. We pulled through the imagery of wheat across both the MPA and AFP Manitoba branding for continuity and to recognize our prairie roots.





Sponsorship

Stephanie Lambert



While the board was without a Sponsorship & Stewardship Chair for the first half of 2021, volunteers from the board came together to revitalise the Chapter's sponsorship package and opportunities.

In a year of financial and public health uncertainties, AFP Manitoba is extremely grateful for the generous support of those who supported us through sponsorship of National

Philanthropy Day and Manitoba Philanthropy Awards. These sponsors helped to keep ticket prices affordable and accessible to all Manitobans who wished to celebrate philanthropy.

Corporate support, such as that received from those below, helps to support a thriving social sector in Manitoba. Equipping and training our members with best practices in fundraising, ethics, governance and communications related to the nonprofit sector.

AFP Manitoba Sponsors

Award Sponsors

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Thank You to Committee Members

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Taylor Goodson
Courtney Maddock
Jared Novoseller

IDEA & Ethics Committee

Pat Robertson, CFRE*
Bryce Byron
Alexandra Cropp
Robert Smith
Lori Stewart
Roxanne Tackie

National Philanthropy Day Committee

Kelly Johnston*
Crystal Leochko-Johnston*
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Kirsten Davidson, CFRE
Karen Fowler
Noreen Fehr
Nicole Hrehirchuk
Donna Korade
Andrew Kussy, CFRE
Stephanie Lambert
Evan Maydaniuk

Communications Committee

Noreen Fehr*
Evan Maydaniuk*
Josefina Bilotta

Awards & Scholarship Committee

Andrew Kussy, CFRE*
Shona Connolly
Jayne Hammond
Jackie Markstrom, CFRE
Shelly Smith-Hines
Nikki Taylor

Professional Development Committee

Kirsten Davidson, CFRE*
Lindsay Felstead*
Genevieve Cloutier
Monica Dinney, CFRE
Kat Kupca
Courtney Nodrick, CFRE

**A special thank
you to our
Committee
Chairs***



Annual Report 2021



www.AFPManitoba.org

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Treaty No. 1 Territory



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