

AFP CANADA

# FUNDRAISING IS **AWESOME!**





# TOWARDS DECOLONIZATION

The original stewards of Turtle Island, also known as Canada, are the Indigenous peoples of this territory. The Association of Fundraising Professionals (AFP) in Canada acknowledges the important relationship Indigenous peoples have with this vast space and the devastating legacy of colonization on their communities and the land we all occupy today.

AFP in Canada is committed to understanding the history and current realities of our diverse profession, including Indigenous, racialized and equity-deserving groups across the charitable sector. We acknowledge that the ongoing process of inclusion and reconciliation involve a review of the common practices that inform how Canadian charities value generosity and reciprocity. New paradigms, founded on principles of respect, allyship, and justice, hold great potential in transforming the sector.

It is incumbent upon all of us—especially settlers on this land—to work in solidarity towards building a culture of belonging that will benefit everyone.

# INTRODUCTION

Fundraising professionals have uniquely awesome jobs. They enable social good and have the rare opportunity to do impactful work that can change the world in real and meaningful ways.

## Simply put, fundraising is awesome!

This document is a primer for aspiring fundraisers and experienced fundraising professionals in Canada. It provides an overview of the diversity of the sector, the impact of fundraisers' contributions, and offers insights about the growing demand for talented fundraising professionals. Finally, it highlights some of the many resources and educational opportunities to help fundraising professionals in their career journeys.

*For those in the profession, fundraising is more than just a job:*

*“Being a professional fundraiser is the best combination of day-to-day variety, sincere relationships and challenging projects. For someone who is motivated by goals, but has strong values and wants what they do to help others, rather than help themselves, this is an ideal career to be in.”*

**Jessica Rawn, CFRE**, Director of Development, Hospitals of Regina Foundation





## IMPACT

**The world is a better place because of fundraisers, plain and simple.** Fundraisers inspire Canadians to give every single day—sometimes seen in major announcements and news stories—but more frequently in the background, blending into the fabric of everyday life. The impact of fundraising is all around us, including:

- Fostering more inclusive and stable communities through social services and housing;
- Enhancing health and care through hospitals and health charities;
- Emergency relief and ongoing development in times of natural or human-created disasters;
- Enriching society through art, religion, education and culture; and
- Creating opportunity and brighter futures through education and environmental protection.

Fundraising is a critical part of the philanthropic process, and a great way for people to connect to their core values. Fundraisers are the link between Canadians and the causes they care about, helping Canadians support their neighbours and community.

Scan this QR code to watch the AFP Greater Toronto Chapter video that underscores the incredible change being made around the world, thanks to the powerful combination of donors, fundraisers and charities creating lasting change and meaningful impact.



**SCAN ME**



## QUICK FACTS

Fundraisers are on the front lines, transforming Canadians' generosity into impact. The charitable and nonprofit sector is a key driver of Canada's economy. Working in the sector means you play a role in:

- A sector that employs 2.4 million Canadians at more than 170,000 nonprofits and charities (1 in 10 Canadian workers).
- A sector that contributes more than 8% of Canada's gross domestic product, exceeding the oil and gas or finance industries.

*(Statistics from Imagine Canada: About the nonprofit sector)*

Fundraisers play a critical role in Canada's charitable sector. In 2020, donations claimed by Canadians on tax returns totaled close to \$10.6 billion (an increase of 2.7% from 2019) (Statistics Canada: *Charitable Donors*, 2022). **Without fundraisers, charities would have far less capacity to achieve their missions.**

84% of Canadians express confidence in the charitable sector, the highest confidence level ever recorded and more than both the private and public sectors (AFP Foundation for Philanthropy – Canada, *What Canadian Donors Want*, 2021). During the pandemic, 81% of Canadians believe the need for charitable services has risen (Imagine Canada, *Sector Monitor Survey*, 2020). **The work of professionals in carrying out ethical fundraising is essential to building and maintaining the trust that underpins the sector.**



PHOTO © GUILLAUME JAILLET

## TRAITS OF A FUNDRAISER

When it comes to fundraising, asking matters—and so do the people asking. Dr. Beth Breeze has studied both the social and technical skills of fundraisers. In her book *The New Fundraisers: Who organizes charitable giving in contemporary society?* (2017), her research reveals that those in the fundraising profession:

- Are emotionally intelligent, which includes having high levels of self-awareness, the ability to regulate emotions, being highly motivated and exhibiting high levels of empathy.
- Can read people and situations, understand body language and “hear the unsaid.”
- Are experts in reciprocity. They enjoy gift-giving and are far more likely to donate blood than the general population.
- Are enablers or scene-setters rather than visible leaders seeking recognition.
- Are not egotistical, preferring to save the plaques for donors, not the askers.
- Are appreciation experts.

**The fundraising profession is strengthened by a diversity of people and personalities participating in it: from introverts to extroverts and everyone-in-between.**

AFP is dedicated to ensuring that anyone entering the profession—regardless of race, gender, ethnicity, sexual orientation, religion, or any other characteristic—will be treated fairly and respectfully and will have opportunities to find success in fundraising. AFP addresses inclusion, diversity, equity and access (IDEA) in the profession through its programs, such as the Women's Impact Initiative and the Emerging Leaders Initiative (AFP Fact Sheet).

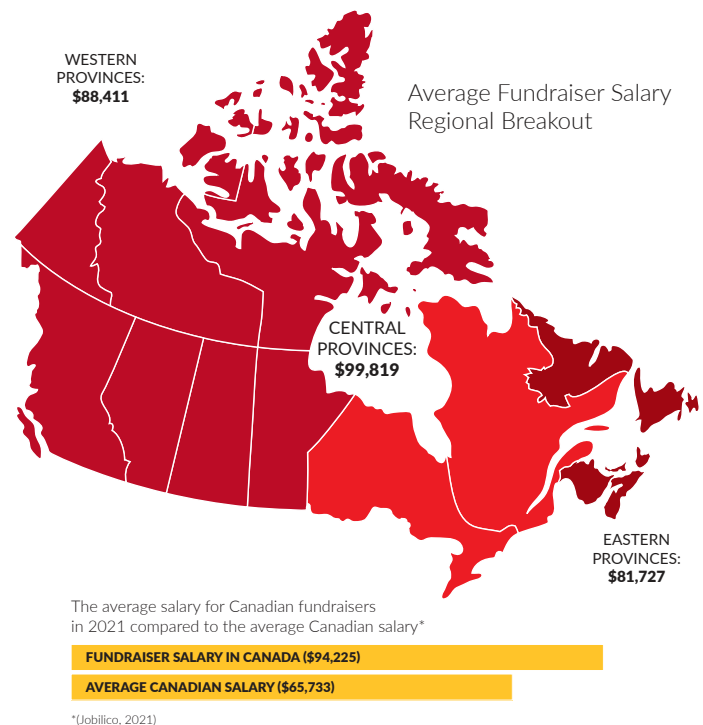
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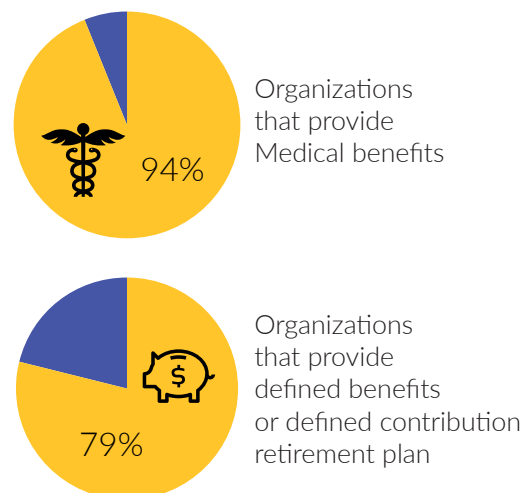
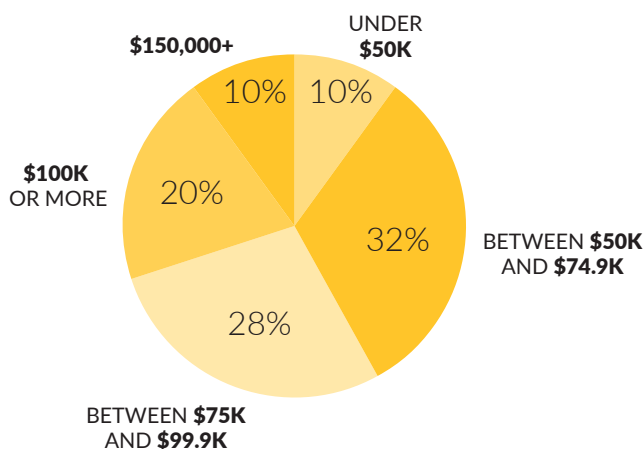
## COMPENSATION

Knowing your earning potential is an important factor in choosing any career. So how much can you expect to earn as a fundraiser? Not unexpectedly, experience and geography play key roles. The 2022 AFP *Compensation and Benefits Report* captured data from 429 Canadian respondents. The statistics paint a picture of compensation and benefits today from this subset of fundraisers.

The survey findings are a representative sample and may differ depending on, among other things, charity size. One of AFP's roles is to be an advocate for fundraisers everywhere. **By increasing trust, respect and enthusiasm for the profession, AFP aspires to see competitive salaries, comprehensive benefits and career growth for each and every fundraiser in the charitable sector.**



Average Fundraiser Salary Breakout:





# THE ASSOCIATION OF FUNDRAISING PROFESSIONALS

## *Fundraising Support When You Need It Most*

Asking for charitable contributions is about giving people opportunities to help those in need, contribute to their communities, and act on their beliefs or values (AFP Foundation for Philanthropy – Canada, *What Canadian Donors Want*, 2021). There is a well-documented link between asking for and securing charitable contributions. In fact, the power of the ask in fundraising has been effectively demonstrated in experimental studies: it not only increases the probability of donating, but also the amount that people donate (Science of Philanthropy Initiative, n.d.).

This powerful insight—that asking matters—was recognized in 1960 with the founding of the Association of Fundraising Professionals. Today, there are over 27,000 AFP members in more than 240 chapters around the globe.

AFP serves this critical sector by providing industry-leading networking and professional development opportunities, impactful advocacy and leadership on ethics and industry best practices.

Since inception, the Association of Fundraising Professionals has inspired global change and supported efforts that have generated over \$1 trillion. AFP's members raise over \$115 billion annually, equivalent to one-third of all charitable giving in North America, and millions more around the world.

## AFP IN CANADA

AFP is well represented in Canada. There are currently 21 chapters boasting more than 3,200 members from coast to coast to coast. Members benefit from the work of AFP Canada and the AFP Foundation for Philanthropy – Canada which is guided by a joint strategic plan based on the following pillars:

- Promote inclusion, diversity, equity and access (IDEA).
- Provide relevant and high-quality education about the fundraising profession in Canada.
- Increase capacity and strengthening community.
- Champion ethical fundraising practices.



PHOTO © LARM RMAH



## AFP CANADA

AFP Canada, a nonprofit formed in 2017, was created to bring a Canadian perspective to AFP's government relations and communications. Representing fundraisers across the country working to support causes and missions that are important to Canadians, AFP Canada serves as the voice for the fundraising profession.

AFP Canada's areas of focus include:

- Delivering Canadian fundraising content, in both official languages.
- Representing our profession in the media.
- Increasing the credibility of the fundraising profession by focusing on its value and impact (Narrative for Canadian Fundraising).
- Advocating on behalf of the profession before government.
- Providing expert testimony and representing our profession at government tables, in meetings and forums.

AFP's commitment to action in response to Truth and Reconciliation is an important focus of our work in Canada. With the goal of decolonizing our profession, AFP is deeply committed to building relationships and learning from Indigenous people. AFP Canada and the AFP Foundation for Philanthropy – Canada are committed to taking meaningful actions.

## AFP FOUNDATION FOR PHILANTHROPY – CANADA

The AFP Foundation for Philanthropy – Canada was created in 1998 to help fulfill the mission of AFP. The Foundation works to:

- Ensure the advancement of philanthropy by supporting AFP's mission and goals in Canada.
- Seek, receive and expend philanthropic funds on AFP's behalf.
- Engage in related activities required to fulfill its purposes and mission.

The Foundation's Case for Support "Fulfilling the Promise of Philanthropy" has identified four priority areas:

- Expand the National Scholarship Program & Develop Advanced Leadership Training Opportunities;
- Bolster Understanding of Canadian Philanthropy and Fundraising Through Research;
- Expand and Enhance the "Fellowship in Inclusion and Philanthropy" Program; and
- Expand Ethics Training for both fundraisers and the nonprofit sector.





# A REWARDING CAREER

What makes the fundraising profession so awesome? AFP members from across the country provide their perspective.



*Like all professional sectors, fundraising is not without its challenges, especially during a global pandemic. Associations like AFP make the life of a fundraiser much easier. Weekly fundraising tools and tips, webinars, and professional development opportunities are just a few of the membership “perks”—the connection with other like-minded professionals all interested in doing better for our community is priceless.*

**Sherry Del Rizzo**, Development Manager, Young Adult Cancer Canada, AFP Newfoundland and Labrador Board member, St John's, Newfoundland and Labrador



*Travailler en philanthropie c'est avoir la possibilité de contribuer concrètement à des projets où l'impact est toujours positif.*

**Isabelle Tremblay**, Directrice Générale Adjointe, Fondation Cité de la Santé, Laval, Québec



*I remember closing my first gift and the wonderful feeling of knowing I'm contributing to helping patients, their families, and our community. After 15 years, the feeling only gets better as I grow and evolve through my fundraising career.*

**Rea Ganesh**, Vice President, Philanthropy, Scarborough Health Network Foundation, AFP Canada Board member, Toronto, Ontario



*What a fortuitous decision it was for me to transition from a career in public health into fundraising. As a professional fundraiser I have the privilege of matching the philanthropic objectives of a donor with the mission of the organization I work with to create incredible impact. On the most challenging of days, I am always reminded of the role I have in solving the intractable social challenges of our generation—and what an honour that is.*

**Tanya Hannah Rumble**, CFRE, Director of Development, Faculty of Arts, Toronto Metropolitan University, AFP Canada Board member, T'karonto, Ontario



*The challenge of the concurrent pandemics has reinforced how fragile our social construct is. Many vital organizations can only meet their mandates if they secure the resources they need to do so through fundraising. Now more than ever, fundraising should be considered an essential service.*

**Ken Mayhew**, President and CEO, William Osler Health System Foundation, AFP Canada Board member, Etobicoke, Ontario



*Cette profession me permet d'être une leader stratégique et collaboratrice. Rien de plus gratifiant que de mobiliser des équipes et des communautés autour d'objectifs de financement. Ma passion : générer de l'impact!*

**Elsa Desjardins**, Directrice Générale, Fondation de la Société des Soins Palliatifs à Domicile, AFP – Québec past president, Montréal, Québec



*I am not a wealthy person. But the power of being a fundraiser is knowing that, every single day, I am helping create impact I could never on my own as just an individual. It's my little way of changing the world, one relationship at a time. I am so proud to be a fundraiser.*

**Dane Bland**, CFRE, Director of Development & Communications, Rainbow Railroad, AFP Canada Board member, Toronto, Ontario





# THE FUTURE OF FUNDRAISING IS YOU

The charitable sector is growing rapidly and experiencing significant change driven by shifts in culture, politics, technology and demographics. The impact will be seismic. We need diverse talent to navigate this change and guide the growth of the profession.

The charitable sector will always be a major component of Canada's economy, providing employment to approximately 10% of the Canadian workforce

(CanadaHelps, *The Giving Report 2022*) and facilitating social good in every corner of the country. You can make a choice to join the sector and be the change you've always wanted to see.

**The future of fundraising rests with the next generation of leaders and agents of social change. Perhaps that's you—your talents, background and skills may be exactly what is needed to tackle society's greatest challenges.**

*“Stepping into a leadership position can be exciting and overwhelming all at the same time, especially for young professionals. AFP gave me more than just the education needed to advance my career, it gave me the encouragement, mentorship and support to make that next step.”*

**Katie Greene, CFRE, Executive Director, United Way Newfoundland and Labrador**



## CONNECTING WITH AFP

To gain access to AFP's expansive resources, connect with your local chapter if you're not already a member.

Every chapter within AFP has its own calendar of events with incredible opportunities to meet and learn from others in the field through webinars, workshops, professional development days and networking events.

AFP is fueled by volunteers offering you an opportunity for networking, service on a board and other skills.

For more information about AFP and resources or to connect with your local chapter visit [AFP Canada's website](https://afpcanada.org).

### AFP Educational Programs

The Association of Fundraising Professionals offers a selection of courses that will continue to enrich your understanding of fundraising. For more information, visit: <https://afpglobal.org/professional-development>

### AFP Canadian National Scholarship Program

The AFP Foundation for Philanthropy – Canada offers Canadian fundraising professionals the opportunity to develop their knowledge and skills in fundraising. For more information, visit: <https://afpglobal.org/news/afps-canadian-national-scholarship-program-apply-now>

### Inclusion, Diversity, Equity and Access (IDEA)

AFP is committed to the principles of inclusion, diversity, equity and access (IDEA) in the fundraising profession, the philanthropic sector and throughout all of society. AFP now has an opportunity—and a responsibility—to not only invest in the areas of equity and access, but also to be leading the charge for all fundraisers to ensure AFP and the sector stay relevant not only to fundraisers, but to donors as well. We must take a comprehensive look at the barriers to professional equity and create resources to help tackle these issues. <https://afpidea.org/>

## AFP Membership

AFP membership and support from the fundraising community is essential to any fundraiser, even in the best of times. But in the toughest of times—after the events of September 11, the Great Recession, and during the COVID-19 pandemic—AFP membership is CRITICAL.

### Why?

- 1. You need to stay at the top of your fundraising game.** As an AFP member, you have access to resources and tools created by and compiled from top fundraisers from around the world.
- 2. You need custom solutions to your unique challenges.** AFP's breadth of experience and diversity allows you to hear different perspectives from experienced fundraisers.
- 3. You need to connect with fellow fundraisers.** It's important to reach out directly to your colleagues—for advice, tips and reassurance you need during these challenging times. Through local chapters, mentor programs and the acclaimed online forum AFP Connect. AFP is YOUR community that allows you to discuss and share with colleagues around the world or around the block.
- 4. You need guidance on the latest government policies and ethical fundraising practice.** AFP offers leadership that advances the profession, advocating for legislative change and ensuring ethics remain at the forefront of fundraising.

### Guidance. Experience. Community. Leadership.

This is what AFP offers to fundraisers of every cause, of every specialty, of every experience level. Stay connected to the largest association of professional fundraisers in the world.

*“As the Artistic Director and manager of Crimson Coast Dance Society since 1998, I have come to understand that fundraising is an ever-evolving process that changes with government, trends and global changes. What makes Fundraising is Awesome a useful resource for me is that it and AFP offers training, a helpful forum and resources for staff who are developing their skills in fundraising.”*

Holly Bright, Artistic Director, Crimson Coast Dance Society, Nanaimo, British Columbia



# PROFESSIONAL DEVELOPMENT AND EDUCATIONAL RESOURCES

## **Advanced Certified Fund Raising Executive (ACFRE) Accreditation**

The ACFRE is the top credential of the fundraising profession. It demonstrates advanced level breadth and depth of knowledge about the fundraising practice, a commitment to leadership in the sector, and a commitment to ethical and effective professional practice. For more information, visit: <https://afpglobal.org/certifications/acfre>

## **Certified Fund Raising Executive (CFRE) Accreditation**

Founded in 2001, CFRE International is an independent nonprofit organization whose sole mission is dedicated to setting standards in philanthropy through a valid and reliable certification process for fundraising professionals. For more information, visit: <http://www.cfre.org>

## **College Diploma & Other Programs**

- [Algonquin College: Certificate in Fundraising Management](#)
- [British Columbia Institute of Technology \(BCIT\): Marketing Management—Fundraising Management Certificate Program](#)
- [British Columbia Institute of Technology \(BCIT\): Nonprofit Management](#)
- [Certified Association Executive Program](#)
- [Conestoga Senior Leadership and Management in the Not-For-Profit Sector](#)
- [Fanshawe College: Fundraising Certificate](#)
- [George Brown College: Fundraising Program](#)
- [Humber College: Fundraising Management Post-Graduate Certificate](#)
- [Mount Royal University Faculty of Continuing Education: Non-Profit Management Certificate](#)
- [The New School of Fundraising](#)
- [Seneca College: Fundraising Management Certificate](#)

- [Simon Fraser University: Non-Profit Management Certificate \(online\)](#)
- [Toronto Metropolitan University: Fundraising Management Certificate](#)
- [Toronto Metropolitan University: Nonprofit and Voluntary Sector Management Certificate](#)
- [Toronto Metropolitan University: Sustainability Management and Enterprise Process Excellence Certificate](#)
- [University of Toronto School of Continuing Studies: Non-Profit Leadership for Impact Certificate](#)
- [Western University Continuing Studies: Professional Certificate in Not-For-Profit Management](#)
- [Université de Montréal: Certificat en gestion philanthropique](#)

## **Undergraduate Degrees**

- [Brescia University College: Nonprofit Management](#)
- [Kwantlen Polytechnic University: NGO and Nonprofit Studies](#)
- [Mount Saint Vincent University: Bachelor of Business Administration in Community Leadership](#)
- [Redeemer University: Bachelor of Business Administration in Not-for-Profit Management](#)
- [Tyndale University: Bachelor of Business Administration](#)
- [Tyndale University: Bachelor of Arts in International Development](#)

## **Master's Degrees**

- [Carleton University: Philanthropy & Nonprofit Leadership \(Master's and Diploma programs\)](#)
- [University of Victoria: Master of Arts in Community Development](#)

*Links and information accurate as of 2022.*

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*Scan this QR Code to access the  
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English and French.*



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