



Presents

2025 NATIONAL



Philanthropy

DAY

Annual Awards & Luncheon

***Celebrating 34 years of generosity
in the Shenandoah Valley***

November 24, 2025

Hotel Madison

Shenandoah Valley Conference Center

Harrisonburg, Virginia



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History of National Philanthropy Day in the Valley

The Shenandoah Chapter of AFP has celebrated NPD since 1991. Through NPD, we are able to show appreciation for all that has been accomplished in the name of giving, as well as demonstrating that there is still more to do. It's our chance to remind the Valley, our society, and the world that the spirit of giving is alive and well.

Message from the President



On behalf of the AFP Shenandoah Board Chapter and NPD Committee, I want to sincerely thank you for attending National Philanthropy Day. Whether you are here to learn, network, or simply show your support, your presence contributes to the success of this event. Thank you for your generosity and kindness.

-Jenny Burden





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*See full digital version of the
NPD program on our website!
tinyurl.com/shenNPD*



Program

Welcome

Jenny Burden, AFP Chapter President

Invocation

Les Helmuth

Salad

Youth in Philanthropy Award

Eastern Mennonite School WeServe Club

Sandra S. Neff Fundraising Executive

Lynda McMillen

Lunch & Dessert

Corporate Philanthropist Award

Kathy Moran Wealth Group

Spirit of Philanthropy Award

Debi Canfield

Individual Philanthropists Award

David and Helen Penrod

Closing Remarks

Jenny Burden, AFP Chapter President

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2025 Award Recipients

The Shenandoah Chapter of the Association of Fundraising Professionals has presented Philanthropist of the Year awards annually since 1991. These awards honor outstanding philanthropists who demonstrate exceptional charitable acts and civic responsibility in our region.

Nominations for awards are solicited throughout the Shenandoah Chapter's region from individuals, businesses, and nonprofit and civic organizations. Honorees are chosen by the Chapter's National Philanthropy Day Planning Committee.

Please join us in recognizing our 2025 honorees:

Youth in Philanthropy

Eastern Mennonite School WeServe Club

Sandra S. Neff Fundraising Executive

Lynda McMillen

Spirit of Philanthropy

Debi Canfield

Corporate Philanthropist

Kathy Moran Wealth Group

Individual Philanthropists

David and Helen Penrod

Meet This Year's Honorees

Youth in Philanthropy Award

Eastern Mennonite School WeServe Club

WeServe is a student-led service club at Eastern Mennonite High School associated with Rotary Interact. They are dedicated to promoting the spirit of service and compassion in our community.

Sandra Neff Fundraising Executive Award

Lynda McMillen

For 18 years, Lynda transformed philanthropy at Sunnyside Communities - raising funds, building lasting relationships, and ensuring residents remained home. Her legacy embodies compassion, innovation, and the true spirit of fundraising.

We join AFP in celebrating the impact, spirit, and generosity of our area's fundraising professionals — today and every day!

**Congratulations
to the 2025
awardees!
You inspire us.**



Meet This Year's Honorees

Corporate Philanthropy Award

Kathy Moran Wealth Group

Kathy Moran Wealth Group is a forward-thinking wealth management practice serving clients nationwide, known for its deep philanthropic commitment as an active partner and advocate in the communities it serves.

Spirit of Philanthropy Award

Debi Canfield

For nine years, Debi's detail-oriented volunteerism has been like a steady heartbeat for Augusta Heath Foundation - turning countless behind-the-scenes hours into lasting impact for our communities.

Individual Philanthropists Award

David and Helen Penrod

Through decades of service and generosity, David and Helen have changed lives across the Shenandoah Valley, ensuring low-income families find not only justice, but dignity and hope.



Explanation of Awards

Youth in Philanthropy

This award recognizes a young person or group of young people who demonstrates a commitment to philanthropy through outstanding community service and leadership.

Sandra S. Neff Fundraising Executive

This award recognizes an outstanding individual fundraising professional who practices his or her profession in an exemplary manner.

Spirit of Philanthropy

This award honors an individual or small group who exemplifies the spirit of giving through their contributions of time, talent, and leadership in our community. This award combined and replaced the former Volunteer Philanthropist and Spirit of Community awards.

Corporate Philanthropist

This award is given to a corporation or its foundation which has demonstrated outstanding commitment to philanthropy through financial support, community involvement, and by encouraging others to take leadership roles in philanthropy.

Individual Philanthropist

This award is presented to an individual or family with a history of exceptional generosity of time, leadership, or financial support of nonprofit organizations, while also encouraging others to adopt philanthropic and leadership roles in the community.

From Our Chapter to **Your Cause**

In the spirit of giving, AFP Shenandoah will draw names of attendees during today's celebration to receive a special honor: a charitable contribution made in their name to the nonprofit organization of their choice.

This tradition embodies the heart of National Philanthropy Day — celebrating generosity and the many ways we can make a difference together.

Tell us one thing you love about your favorite nonprofit, and they will be entered to win a \$100 donation from AFP Shenandoah.

**Share Your
Love Here!**



SCAN ME!



Supporting Communities. Celebrating Generosity.

Atlantic Union Bank proudly joins the celebration of National Philanthropy Day. We extend our heartfelt congratulations to the award recipients whose contributions enrich lives and empower communities.

Being there for you, your business, and our local communities is who we are and what we do best. Together, let's continue making a difference.

Join Our Chapter—For Free!

Are you looking to expand your network, develop new skills, or make a difference in your community?

Now is the perfect time to join AFP Shenandoah. For a limited time, we're offering FREE memberships to welcome new faces into our growing community.

Here's what you'll gain through membership with us:

- Curated professional development opportunities
- Member prices to workshops, and networking opportunities
- A chance to connect with like-minded individuals and fundraising professionals in your area
- Valuable resources and support to help you achieve your goals
- A voice in shaping the future of this chapter and the causes you care about

This is your chance to belong, grow, and thrive—all for free! Don't miss out. Offer ends November 25, 2025.

AFP Shenandoah is offering complimentary memberships through NOVEMBER 25, 2025.

APPLY TODAY!





Association of Fundraising Professionals Shenandoah Chapter 2025 Board of Directors

President, Jenny Burden

President Elect, Peggy Caister

Secretary, Missy Stover

Treasurer, Sally Jane Conner

Education & Professional Development, Pam Miller

Membership, Huck Nawaz

Communications, Benjamin Craig & Russell Leary

Ten Star Chapter Initiatives, Grace Routhier

IDEA, Meghan Schenker-Fulcher

AFP Foundation, Kelly Snow

National Philanthropy Day, Penny Imeson

Past Presidents

2024 Jenny Burden

2022-23 Penny Imeson

2020-21 Trisha Blosser, CFRE

2018-19 Kate Kramer, CFRE

2016-17 Lindsey Douglas

2014-15 Kelly Snow

2013 Christal Yowell

2012 Amy Kiger, CFRE

2011 Janet Wendelken

2010 Missy Stover

2009 Tassie Pippert

2008 Todd Lilley

2007 Sally Jane Conner

2006 Brenda Wilberger, CFRE

2005 Kevin Callanan, CFRE

2004 Sandra Quigg

2003 Sally Boucher, CFRE

2002 Clarence Bauman

2001 Cathy Hughes*

2000 Carolyn Strong

1999 Mac McCauley

1998 Les Helmuth, CFRE

1997 Rose Garrison, CFRE

1995-96 Elizabeth McClung

1994 Stephen Clark, CFRE*

1993 John Rice

1994 Jeff Schleifer

1991 Sandra Neff*

*deceased

A Donor Bill of Rights

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers.

2025 NPD Planning Committee

Penny Imeson, Chair

Trisha Blosser
Jenny Burden
Sally Jane Conner

Benjamin Craig
Kate Kramer
Pam Miller

Grace Routhier
Kelly Snow
Missy Stover

*Do you know a philanthropic individual or group
who should be recognized?*

*Be sure to submit a nomination for the
2026 National Philanthropy Day Awards.*

Contact Jenny Burden, 2026 NPD chair, for details at
acvdirector@gmail.com or visit tinyurl.com/shenNPD.

About

Association of Fundraising Professionals

AFP is the professional association of individuals responsible for promoting consistent and high standards of professional practice in the fundraising process. Founded in 1960, AFP requires its 28,000 members to comply with a *Code of Ethical Principles and Standards of Professional Practice* and encourages members to follow the *Donor Bill of Rights*. Through AFP, fundraisers may test for the Certified Fund Raising Executive (CFRE) and Advanced Certified Fund Raising Executive (ACFRE) credentials, which verifies experience and knowledge of fundraising and philanthropy.

Past NPD Honorees

Youth in Philanthropy

2024

Caden DeValle, *JMU Alpha
Phi Omega*

2023

BRCC Veterinary
Technology Club

2022

JMU Fraternity and Sorority
Life-Greek Sing

2019

James Madison University
Kappa Pi Art & Art History
Honor Fraternity

2018

Blue Ridge Community
College
National Society of
Leadership & Success ~
Enactus

2017

Physician Assistant
Program
James Madison University

2016

Karen Komara and the
Scarf Factory

2015

James Madison University
Athletes

2014

Spotswood High School
"Blazing a Trail for a Cure"

2013

TAHS Soccer Athletes
Monica Garrett

2012

Youth Experiencing
Success (YES)
Students at J. Frank
Hillyard Middle School

2011

Turner Ashby Ruri-teen
Club

2010

Students of McGaheysville
Elementary School

Past NPD Honorees

Sandra S. Neff Fundraising Executive

2024

Carrie Budd

2009

LTC Kevin J. Callahan, CFRE

2023

Lisa Shull

2008

Revlan Hill

2022

Cory R. Davies

2007

Jeffrey Schleifer

2021

Ted Sudol, J.D.

2006

Joel A. "Mac" McCauley

2018

Sally Jane Conner

2005

Dr. Joseph Lapp

2017

Missy Stover

2004

Merv Webb, FHAP

2016

Janet Wendelken

2003

Les N. Helmuth, CFRE

2015

Weston W. Hatfield

2002

John Erwin

2013

Amy Laser Kiger, CFRE

2001

Emily Purdy *

2011

Phil Helmuth

2000

Jared A. "Jerry" Close*

2010

Tassie Pippert

1999

Rose Garrison, CFRE

**deceased*

Past NPD Honorees

Spirit of Philanthropy

Formerly Volunteer Philanthropist & Spirit of Community

2024

Andy Vanhook

2023

Debra Stiles Callison

2022

David & Connie Taylor and
Karen Thomas

2021

Andrew M. Huggins

2019

Alan L. Shelton

2018

Peter S. Yates

2017

Tom Mendez

2016

K9 for Warriors Team
Chad Layman, Kathy
Sizemore &
Stacey Farley

2015

Cheri Moran

2014

Audrey Leake Smith*

2013

Lena Osborne

2012

Lynn M. Diveley
Richard D. Davis*

Volunteer Philanthropist

2009

Kay Daggy Neff

2008

Edward S. "Chip" Yates

2007

Nelson* and Kathleen
Gardner

2006

Betty Blough Martin*

2005

Greg and Elizabeth Evans

2004

Judith Shreckhise Strickler

**deceased*

Past NPD Honorees

Volunteer Philanthropist

2001

Pablo Cuevas

1998

Tyre Yancey

2000

"Kitty" Stroud

1997

Mary Bradshaw

1999

Mrs. Bruce R. Murray

1996

Frances Thornton

Spirit of Community

2009

Fred Showker

2004

Ethan Zook

2008

Pam Huggins

2003

Gerald Beam

2007

Rick & Jane Smith

2002

Susan Adamson

2006

Richard R.J. Morin

2001

Jane D. Hueston

2005

The Rev. & Mrs. Lloyd
Sprinkle

Past NPD Honorees

Corporate Philanthropist

2024

The Denton Family
Foundation

2023

Steven & Robyn Fought,
Shenandoah Automotive and
Rittenhouse
Auto Service

2022

Erik Dart & Harrisonburg
Parks and
Recreation Department

2021

Bob Wade Subaru & Lincoln

2019

F&M Bank

2018

Union Bank & Trust

2017

The Frazier Quarry

2016

LSC Communications

2015

MillerCoors Shenandoah
Brewery

2014

Clark & Bradshaw, PC

2013

Graves Light Wealth
Management

2012

McKee Foods

2011

Fine Earth, LLC

2010

Dynamic Aviation

2009

Young, Nicholas,
Branner & Phillips

2008

SunTrust Bank

2007

Daily News-Record

2006

Houff Transfer, Inc.

2005

WHSV-TV

2004

Rockingham Group

Past NPD Honorees

Corporate Philanthropist

2003

Cargill Turkey Products

2002

Merck & Co., Inc.

2001

Coors Brewing Company

2000

McDonald's/Nerangis
Enterprises

1999

Trumbo Electric

1998

GTE (Verizon)

1997

Williamson Hughes Pharmacy

1996

Nielsen Construction

1995

The Durell Foundation
Hershey Chocolate of
Virginia, Inc.

1994

Automotive Industries, Inc.
Jefferson National Bank
Mountain Valley Corporation
NationsBank, Valley Region

1993

CFW Communications
Foundation
O'Sullivan Corporation
Shenandoah Manufacturing
State Farm Insurance-
Regional Office

1992

Centel of Virginia
Genesco – The Greif
Companies
Royal Crown Bot

Past NPD Honorees

Individual Philanthropist

2024

Mary McDermott

2023

Dr. Garner H. & Mae Frances
Downey*

2022

Dr. Earlynn J. Miller*

2021

John & Jan Flora

2019

Dan & Nancy Brubaker*

2018

Wallace* & Carolyn Hatcher

2017

John & Faye Sellers

2016

Ted & Stephanie Byrd

2015

Fred & Gail Fox

2014

Robert* & Lorraine Strickler

2013

Dwight & Carolyn* Houff

2012

James McHone

2011

Dr. Paul R. & Mrs. Carol
Yoder

2010

Zanette Showker Hahn

2009

Joe & Debbie Showker

2008

Elizabeth Swallow

2007

Wes & Glenna Graves

2006

Charles O. "Chip"* & Judith
Strickler

2005

Dr. Warren L. Braun*

2004

Robert* & Frances Plecker

2003

Bill V. Neff*

2002

Zane D. Showker*

Past NPD Honorees

Individual Philanthropist

2001

Bobby K. Lockridge

2000

Richard Robertson

1999

Alvin V. & Nancy Chappellair
Baird, Jr.

1998

Paul Wolk

1997

Dwight & Ellen Hartman*

1996

Richard Martin

1995

Sarah Maupin Jones
Mr. & Mrs. Hugh McCormick
Dr. & Mrs. Dudley Rochester
Samuel H. & Evelyn V.
Shrum*
The Aldhizer Family
Naomi M. West*

1994

Nancy Larrick Crosby
Delores Lescure
W.A. Pace, Jr.

1993

Noland & Eleanor Canter
The Hon. & Mrs. George M.
Cochran*
The Custer Family
Robert Van Winkle

1992

The John D. Eiland Family
Mary Henkel
Thomas Powell
Charles* & Dorothy
Wampler*

1991

The Mary Helen Jessup
Family
Charles F. Phillips, Jr.
Zane D. Showker*
James R. Wilkins, Sr.

**deceased*

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