



October 2021

President's Letter



A message from
Angela Britten, CFRE,
AFP Aloha Chapter President

Aloha Kakou,

In September, I had the pleasure in participating as an instructor for our AFP Aloha Chapter's Fundamentals of Fundraising Course, where 14 individual fundraisers from across the islands participated in a three-day online course covering everything from creating a development plan to understanding fundraising ethics. It was invigorating to be part of this course. I was inspired by commitment of these professionals to better themselves for the sake of their organizations and communities. Mahalo to this year's participants!

The Fundamentals course was a nice warm up to our upcoming National Philanthropy Day Awards and Conference presented by Hawaii Community Foundation on Monday and Tuesday, November 15th and 16th. This year, the Awards Luncheon (on 11/15) will be IN-PERSON at the Sheraton Waikiki! Table sponsorships and tickets are available now, **get yours today**, as space is limited. Tables will be restricted to 8 people in an effort to maintain safe physical distancing in the ballroom. Our partner Sheraton Waikiki will utilize all appropriate COVID safety measures to ensure the health and wellbeing of our guests.

Our Keynote Speaker, Chef Mark "Gooch" Noguchi, will be an exciting addition as we celebrate 7 individuals and 2 companies for their commitment to bettering their communities through philanthropy. Please make your plans to join us as we celebrate the exceptional accomplishments of our 2021 NPD honorees.

We are also bringing back our popular VIP recognition program to the Awards Luncheon! Please consider recognizing a very special volunteer for your organization during the luncheon. **Register your VIP table today!**

Don't forget to **register** for the NPD Conference on Tuesday, November 16th. The conference will be presented virtually and will include a variety of interesting topics presented by both local and national speakers.

Mahalo to Hawaii Community Foundation for renewing their presenting support of AFP Aloha Chapter's National Philanthropy Day Awards and Conference. Interested in becoming a sponsor?

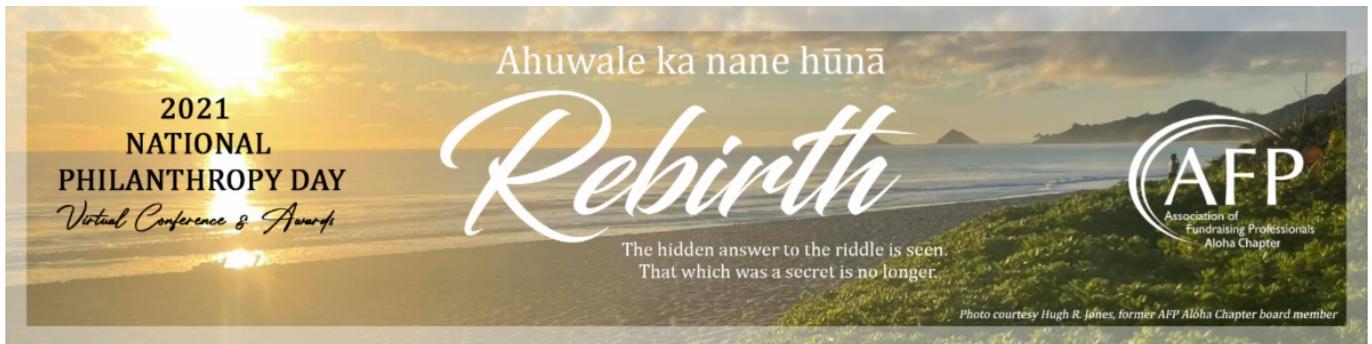
See the sponsor benefits flier [here](#).

I am looking forward to seeing you in-person at the Awards Luncheon on the 15th and online at the Conference on the 16th.

Until then, malama pono,

Angie

Chapter News



National Philanthropy Day (NPD), the AFP Aloha Chapter's largest annual gathering where we bring together nonprofit fundraising professionals as well as sector allies, supporters, and advocates to network, learn, share ideas, collaborate, and partner—is just over a month away!

HAWAI'I COMMUNITY FOUNDATION

Mahalo nui to the Hawaii Community Foundation for their support and sponsorship of NPD 2021! The Hawaii Community Foundation brings more than 100 years of community impact.

Our NPD Conference is again going VIRTUAL! Although government restrictions and safety concerns determine how we gather, we are planning our second annual virtual conference on Tuesday, November 16th. This is the day that we bring together leaders in our fundraising community to share their mana'o and 'ike (thoughts and knowledge). We are planning numerous educational sessions including topics like: Securing the Gift, A Fundraising Toolkit, Leading Change, Communications in Fundraising, and much more! A detailed schedule will be posted soon.

Join us for a day of Rebirth! Pricing is \$150 for Non-Members and \$125 for AFP Members. The NPD Virtual Conference content will also be available for up to 90 days after the conference.

Let's meet and celebrate our 2021 NPD Honorees! We are also planning to recognize the many contributions that our community's philanthropists, corporate leaders, volunteers, and nonprofit champions have made at our NPD in-person luncheon on Monday, November 15th at 12noon at the Sheraton Waikiki Ballroom. We have tables of 8 and luncheon seats available.

Congratulations to this year's honorees:



Patrick and Kris Kobayashi
Outstanding Philanthropists



Dr. Jill Hoggard Green
Outstanding
Community Leadership

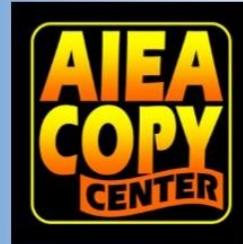


Diane Haynes Woodburn
Outstanding
Volunteer Fundraiser



Nā Hoaloha 'Ekolu-Outstanding Corporation

*Congratulations
Honorees!*



Aiea Copy Center-Outstanding Small Business



Olivia Wedemeyer
Outstanding
Youth in Philanthropy



Laura Kay Rand, MBA
Outstanding
Fundraising Professional



Dr. Norma Nichols
Outstanding
Philanthropist (In Memoriam)

Our keynote for this year's honorees awards luncheon is **Chef Mark "Gooch" Noguchi**. The Gooch's life principle is straightforward, and he says that when he passes, he wants his daughters to say that "I was a great father, my wife Amanda to say that I was a good husband, and my lahui say that I didn't waste space." Join us as the Gooch shares how and why he lives his kuleana of taking care of those around us.



As your safety and comfort level remains our highest concern as we move forward in the planning of this event. Our goal is to provide as much as an in-person experience as possible but dependent upon the current State or County restrictions, this event may need to move to a virtual format. We thank you for your support and understanding as we navigate through this unprecedented and rapidly changing time.

NPD only registration closes: Wednesday, November 10, 2021, 5:00pm (HST).

REGISTER



We also have NPD Scholarships available! The AFP Aloha Chapter is pleased to offer a limited number of scholarships that will cover the registration fee of attending National Philanthropy Day Virtual Conference on Tuesday, November 16th. Applicants must work or volunteer for a nonprofit organization in the State of Hawaii and be a member of the AFP Aloha Chapter. Deadline to apply is Wednesday, October 20, 2021 by 5:00pm (HST). Questions? Please contact Inger Tully at itully@hcf-hawaii.org. [Download scholarship info-app here.](#)



AFP Aloha Chapter presents Zoom Webinar...

Tales from the Crypt: Horror Stories of Fundraising



**Thursday, October 14, 2021, 11:30am-12:30pm (HST)
Presented by Jay Frost**

Jay Frost lifts the lid on some of the most hilarious and horrifying tales of fundraising gone awry in recent years, from private data blowing down the streets of town to disrobed major donors and bell-ringing student callers and murderous alumni. It's enough to make you laugh, cry or even gasp--and there's a moral to each tale as well.

A perfect session for those unafraid to take a look at the seamier side of fundraising and walk away prepared to not repeat the same mistakes! Also, AFP Global recognizes October as Ethics Awareness Month!

Over the last three decades, Jay Frost has worked to identify and pursue billions in fundraising opportunities for thousands of charitable organizations around the world.

He has been recognized as one of **America's Top 10 Fundraising Experts by Philanthropy Media**, one of the **Top Eight Fundraising Influencers** by Elevation Media, one of the **Top Nonprofit Fundraising Consultants** by Double the Donation, and one of the **Top 100 Charity Influencers** by Onalytica.

Jay serves as Brand Ambassador for DonorSearch, where he hosts of the Masterminds Series, which has provided over 500 webinars, livecasts, and podcasts with leaders in the fundraising and philanthropy world to over 50,000 attendees since 2016. Jay is also a fundraising consultant to domestic and international nonprofits, advising organizations at all stages, from startup through capital campaigns.

A popular speaker, Jay has addressed hundreds of meetings in the US, UK, Canada, Asia, and the Middle East.

Fees:

\$15 - AFP Members

\$20 - Non-Members



This webinar has been approved for one (1) CFRE point.

Registration due by Tuesday, October 12, 2021, 5pm (HST). On October 12th, after 5pm, you will be sent an email containing information about joining the webinar.

REGISTER 



We recently completed our second successful virtual Fundamentals in Fundraising Course, held on September 13, 15, and 17, 2021! Fourteen participants and nine faculty/facilitators completed the 16 hours of the course over the week. A big mahalo to this year's faculty-- Angela M. Britten, CFRE; John Ciambone, CFRE; Colette Forcier, CFRE; Keith Greer, CFRE; Cynthia Lallo, CFRE; Jennifer Oyer, CFRE; and Inger Tully, CFRE. And leading the group was Cathy Alsup, CFRE, our chapter's Professional Development Chair, who planned, facilitated, and moderated the 3-day session. Cathy was also assisted on Day 2 by Michelle Morihara, CFRE.

This year's virtual session was advantageous to our two of our neighbor island participants who didn't have to travel to Oahu but we do hope that the 2022 will be in-person once again.

October Coffee Talk Has Been Cancelled

There are many professional development opportunities going on in October and November throughout our community, so we have decided to cancel our October 28th Coffee Talk session. We would like to thank everyone who participated in our past monthly Coffee Talks—some of you even joined in for all eight of them! We encourage you to attend our Tales from the Crypt: Horror Stories of Fundraising session on October 14th and our annual National Philanthropy (Virtual) Conference on November 16th, which promises to be a day full of informative and impactful sessions!

2022 AFP Aloha Chapter Board Nominations

Your Committee on Directorship is actively seeking nominations for the 2022 AFP Aloha Chapter Board of Directors. We are searching for dynamic leaders and team players, who are eager to serve their fellow fundraisers and community through board leadership at the local chapter level. If you are interested in nominating a fellow AFP member or if you are interested in serving, please reach out to Cathy Alsup, CFRE, Chair of the Directorship Committee, at cathy@hopepartnershawaii.com.

Your Support Will Go a Long Way!

Our online donation platform that makes it effortless to support the AFP Aloha Chapter! As a volunteer-driven organization, we rely on community support to organize our trainings, conferences, and other events. From speakers to scholarships, putting together high-quality programming that advances the fundraising profession takes time, energy, and financial resources.



Think about how the AFP Aloha Chapter has impacted your own career. Have you learned new fundraising techniques, made new connections, or even just taken the time to celebrate the role of philanthropy in our community? Your tax-deductible gift will help to continue these invaluable opportunities—and now it's even easier to donate. Just visit this [link](#) from your computer or smartphone. Mahalo for your generous support!

Membership News

Member Spotlight

Madalyn Kenney
Chief Development Officer
Make-A-Wish Hawaii

Our profile this month is the last in a series of three profiling our newest chapter members! This month we chat with Madalyn Kenney, Chief Development Officer at Make-A-Wish Hawaii, which was selected as one of Hawaii's 2021 Top 250 Companies by Hawaii Business magazine.

Madalyn was also recognized by Pacific Business News as one of their 2021 40 Under 40 Honorees! We appreciate Madalyn taking the time to share a little about herself.



How long have you been at your current organization?

I have been with Make-A-Wish Hawaii for 2 years.

What encouraged you to join AFP?

I was a member in Chicago and appreciate the community of fundraising professionals this organization brings together.

During the pandemic situation, please share how your organization adapted?

We have made significant changes to our events and are granting more local wishes. Pivoting our annual run to a drive has created a safe and celebratory event for our community. With travel being limited, our wish kids are being even more creative by wishing for things like backyard sanctuaries, gaming computers, and bedroom makeovers.

How is your 2021 going so far for your organization?

It has been a challenging time as the philanthropic landscape continues to shift. We are deeply grateful for support from our partners and appreciate the dedication of our volunteers who ensure wishes provide hope and joy for local keiki when they need it most.

What has been the most challenging, professionally and/or personally during the last year plus?

It's been hard not being able to gather as much this past year. Development is all about relationships and I love connecting with people in person. I'm hopeful we'll be able to connect more as restrictions lift.

READ MORE



Wendy Kaneda

Interim Director of Institutional Advancement
Hanahau'oli School

Kathleen Young

Director of Development
Manoa Valley Theatre

Take Advantage of the New Member Discount!

	<p>\$50 Professional or Associate New Member Discount! In honor of National Philanthropy Day® AFP is offering a \$50 discount to new members joining in the Professional or Associate member categories by November 30, 2021!</p> <p>Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment.*</p> <p>Complete your application and send it in via mail or email by Nov. 30, 2021.</p> <p>*Coupon must be included with payment. One coupon per new member. Can also be redeemed online by using discount code NPD2021.</p> <p>Questions, call the AFP Membership Department at (800)666-3863. AFP, 4300 Wilson Blvd. Ste. 300, Arlington, VA 22203</p>
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In honor of National Philanthropy Day, AFP will be offering a \$50.00 discount to new members joining the Professional and Associate categories by November 30, 2021. The online code is NPD2021. **Join online today!** (Click on coupon to download)

AFP Foundation for Philanthropy

BE *the* CAUSE

Empower. Strengthen. Transform.

AFP LEAD 2021 BE the CAUSE Match on October 18-20, 2021



Thanks to Martha Schumacher, CFRE, ACFRE, MInstF, immediate past-Chair of AFP Global, and president of Hazen/HILT, the Foundation for Philanthropy is pleased to announce a BE the CAUSE Match during the dates of **AFP LEAD 2021**.

From October 18-20, 2021, the first 400 donors who contribute a one-time gift of \$20 or more (not a pledge) will have their gift matched with \$10! Mark your calendar and plan to make your gift from October 18-20 by clicking

here!

In 2019, Martha Schumacher (far right) was a guest speaker at our NPD. She helped to present the awards to our NPD honorees & is posed here with (L-R), Michelle Morihara, CFRE, NPD Chair; Honey Bun & Jim Haynes, Outstanding Philanthropists; and Cathy Alsup, CFRE, Chapter President.

Mahalo

Mahalo to all AFP Aloha Chapter donors for their contributions!

A portion of every donation made to BE the CAUSE comes back to our chapter to support important local education programs and scholarships.

Please join your fellow chapter members and click here to make your gift today!

President's Club: \$1,000-\$2,499

Jennifer Oyer, CFRE*

Ambassador's Club - Emerald Level: \$500 - \$999

Michelle Morihara, CFRE*

Ambassador's Club - Ruby Level: \$250-\$499

Cathy Alsup, CFRE

Ryan Catalani

Colette Forcier, CFRE

Angie Golis-Yamamoto*

Janice N. Knapp, CFRE

Sanae Tokumura, ACFRE, APR

Darcie Yukimura, CFRE

Ambassador's Club - Sapphire Level: \$100-\$249

Angela Britten, CFRE*

Ellise Fujii

Cynthia Lallo, CFRE

Cara Mazzei, CFRE

Suzanne Sato

Mariette Lissa Schiff*

Pomai Toledo*

Bran-Dee Torres*

Inger Tully, CFRE

Keoni Vaughn

Friends of the Foundation (Gifts under \$100)

Elizabeth Aulsebrook

Heather George

Keith Greer, CFRE

Dana Kokubun

Patti M. Look

Lisa Nakano

(Gifts/pledges as of 9/29/21)
Bolded name(s) were added since the last listing

**Alpha Society member-recurring monthly giving program.*

Understanding Our Host Culture

By Pomai Toledo, The Friends of Iolani Palace and Aloha Chapter Board Member



He 'ike 'ana ia I ka pono

It is a recognizing of the right thing

One has seen the right thing to do and has done it

– Mary Kawena Pukui, 'Ōlelo No'eau No. 620

CFRE News



Congratulations to Courtney Chow, Hawaii's newest CFRE! The Aloha Chapter would like to extend our congratulations to our chapter member Courtney Chow, CFRE, on recently receiving her CFRE designation! Courtney is the Director of Advancement of Le Jardin Academy. A 15-year fundraising veteran, Courtney finds the mission of LJA so inspiring she wanted to give it everything she can, including earning the CFRE certification as a tool to help advance the school she loves.

Recording available - CFRE application process: Step-by-step webinar: Missed the September 22nd broadcast of our CFRE application process webinar? No sweat. Watch the one-hour video to learn the A–Z of successfully completing your CFRE application. **Watch now...**

Education from 2016 will expire on January 1, 2022: If you're assembling your CFRE initial application, don't forget all education from 2016, with the exception of academic degrees, expires on New Year's Day next year. Don't lose those points! Plan now to submit your application on or before December 31, 2021.

Stick to your CFRE exam study plan: Use the CFRE Exam Compass Study Guide to formulate and stick to your study plan. With sample questions and activities to help you inventory your fundraising knowledge, you'll know where to focus your study time. **Learn more...**

> Go to **CFRE website...**



AFP Job Listing and Policy

****FEATURED JOB****

Director of Development & Marketing
Hawaii Agricultural Foundation

Other Available Jobs:

Grants Manager - Hawaii Foodbank

Director of Major Gifts - Punahou School

[See More Jobs...](#)

Listing Requirement Effective November 1st

As of November 1, 2020 AFP Global requires that all job postings include a [salary range](#). AFP advises that the reasoning for the policy change is that by not including the salary range in a job posting/description, it can allow the hiring organization to offer different salaries depending on who the candidate is, thereby possibly reinforcing the gender and/or racial salary differences.

[POST A JOB TODAY](#)

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