

May 2020

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

One of the most gratifying things we've witnessed as a result of the Coronavirus Pandemic is the way that our communities have come together to support one another. Time and time again, when Hawaii is hit by disaster, whether it's devastation caused by flooding, lava, or a deadly virus, our people have united to aid those less fortunate.

The knowledge that; in times of great struggle, Hawaii cares for its people; is one of the main reasons I have great hope that we will not only survive this pandemic, we will be stronger because of it. That, I believe, is the definition of resilience.

Your AFP-Aloha Chapter aims to be an organization you can rely on to support you. Our Professional Development team is continuing to present valuable webinars and our Membership team will be hosting informal virtual gatherings. AFP Global is offering a few free webinars that you should take advantage of (see Members Benefits section).

Finally, we will be sending out a survey soon to find out what your needs are as professionals and members of AFP, so they we may be better stewards of our community. I hope to see you at one of our upcoming virtual events and until then, please let us know if there are other ways we can support you.

Aloha pumehana,



Check out the COVID-19 Resource Guide on the AFP Global website:

<https://afpglobal.org/covid19resourceguide>

Membership Committee Update

Last month, your AFP Aloha Chapter held its first virtual pau hana in place of our previously planned in-person membership event. It was wonderful to see new and familiar faces and share advice, resources, and pressing questions related to fundraising during COVID-19. Many thanks again to those who were able to join!



Aloha Chapter Professional Advancement Update

**AFP ALOHA CHAPTER
PROFESSIONAL ADVANCEMENT
WEBINAR: SPECIAL EVENTS**



MICHELLE FUJII
MANAGING DIRECTOR

LJ DUENAS
ALPHA CHAPTER ASSOCIATION

TRICIA FETUI
CHAPTER OF COMMERCE HAWAII

THE SHOW MUST GO ON!
Managing your Special Event Fundraising in a New Reality
Thursday, May 14, 2020
10:00 a.m. HST
www.afphawaii.org

WEBINAR: THE SHOW MUST GO ON!
Managing Your Special Event Fundraising in a New Reality
Thursday, May 14, 2020
10:00 - 11:30 a.m.

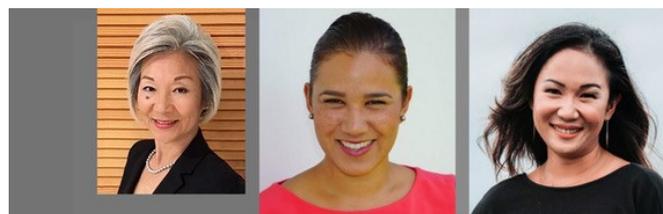
Is your organization trying to decide to move forward with an event or not due to COVID-19? It's undeniable that hundreds of nonprofit organizations have had to postpone or cancel their fundraising events due to the pandemic. Special events will look different moving forward and we will dive into the best practices, tools, and steps you can take for your fundraising event in our new reality.

Additionally, you'll learn:

- How to elevate the donor experience by creating events that engage attendees
- How to create interactive experiences that drive results
- What it takes to plan amazing celebrations to raise more money for your organization!

Webinar Fees: \$35 AFP Member / \$50 Non-Member

[REGISTER NOW](#)





Save the Date: May Virtual Pau Hana for New/Emerging Fundraisers on Friday, May 22 at 4 p.m. HST

Curious about the world of fundraising or new to the profession? We've all been there, so we wanted to offer our new/emerging professionals a safe space to ask questions and get honest feedback. We are here to support you, recommend resources and share tips and helpful suggestions, especially in this time of need.

This session will be held over Zoom and co-hosted by Aloha Chapter membership chair, Mariko Chang and Kristen Reed. [More details or register now!](#)



A big Thank You to Sanae Tokumura, Ku 'ulani Keohokalole, Jeeyun Lee, Jennifer Barrett, and Patti Look who served as our panelists for the "Ask the Expert" webinar on April 23, 2020.

Our attendees had an opportunity to ask critical questions and receive expert advice from these seasoned nonprofit professionals in the areas of leadership, fund development, and organizational development. Mahalo to all of our participants!

Member Spotlight: Liza Boffen-Yordanov Chief Development Officer & Executive Director Nanyang Technological University (Singapore)



We would like to start our new series of three profiles by getting to know some of our newest Aloha Chapter members.

Liza Boffen-Yordanov leads Nanyang Technological University's (NTU) Development team as Chief Development Officer and Executive Director of the Development Office in support of the University's drive for excellence in education, research, and innovation. Her two-decade plus career includes institutional advancement and development positions at higher education organizations in Switzerland, Washington, D.C., and Singapore.

Liza was also the President of the AFP Singapore Chapter. Liza is a Certified Fund Raising Executive (CFRE) and an AFP Master Teacher. With the closing of the Hong Kong and Singapore chapters, we are fortunate to have Liza join the Aloha Chapter and thank her for taking the time to share more about herself with us.

How long have you been at your current organization?

I joined NTU Singapore in September 2018, so just over a year and a half.

What encouraged you to join AFP?



In response to COVID-19, The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress and signed into law by President Trump on March 27, 2020.

The CARES Act is complicated in its many programs and impacts many Americans! Here are some key highlights of how the CARES Act impacts philanthropy, the challenge is keeping your donors informed of the details:

- **According to Section 2205, there is now no limit to the deductions you can take for charitable contributions if you itemize** (list out) your contributions (used to be 60% of AGI was deductible, now it's 100%).
- **You can also donate more than 100% of your AGI, but it won't all be counted in 2020.** Just for this year, you'll be able to donate more than 100% of your AGI and let that additional amount be counted as a carry-forward (at 60% AGI again) for the next 5 years.
- **Less well-off donors benefit too .** Taxpayers can now take a deduction for up to \$300 in charitable contributions if they **don't itemize** on their 2020 tax form. This is a flip from the previous rule that required itemization for a tax break. 85% of taxpayers won't itemize anymore because of the 2017 increase to the standard deduction...but they can now get the added (up to) \$300 deduction for charity giving without itemizing. Could be GREAT for automatic \$25/month donors.
- **CARES Act raises the annual cash gift limit for corporations** from 10% to 25% of corporate taxable income.
- **Taxpayers who donate food to their local food pantry** can claim the value of that food on their taxes.
- **On a larger scale, if you're a restaurant with an income of \$100,000,** and you donate \$25,000 worth of food inventory, you can reduce your business's taxable income to \$75,000. And if you're able to donate more than 25% of

I had a fabulous mentor in my first professional fundraising position at my alma mater, Trinity Washington University. I attended an AFP DC event with her way back in 1998 and was hooked!

With the current virus situation, please share how your organization has adapted?

This has been a challenging time for our students and some staff. We are lucky to have a very generous emergency fund set up in 1995 that most needy Singaporean students can access. Seeing unmet need amongst our international and graduate student population, our President, Dr. Subra Suresh and his wife, Mary, set up an "evergreen" fund in late May called the NTU Priorities Fund that asks students to pledge to make a philanthropic gift back to the University once they've graduated. To date we've raised almost \$500,000 for that fund and continue to see donors give to our NTU Bursary Fund (endowed) set up to help our students pay tuition and living expenses.

What has been the most challenging, professionally and/or personally during this time?

Understanding that many of our students who have an urgent need can find relief with current funds available but finding the "hidden" pockets of need within our community has been difficult. The stories of students asking for \$50 to buy rice and tofu to get them through three months of life on campus has been hard, compounded by the lack of flights available for our international students to return home has been heartbreaking. This is one period in my career when I'm heartened to see everyone come together and fight as a community to help our students-and I'm glad it's pointing out some of our hidden populations.

Coming out of this situation, what are your hopes for the future?

I do hope we've realized that many of us can have fulfilling and productive professions working from home. The idea of spending hours commuting every day (a reality for many on my team) is finally being seen as a loss of productivity. I sincerely hope we can show the value of this telework "thing" and make it a normal part of our work lives!

Can you share a little about your family?

I'm lucky to have a stay-at-home husband who still isn't sure what exactly I "do" after 22 years of marriage. Our daughter is in her second year at the University of Western Australia in Perth studying agriculture and business law. We have a farm in Ontario, Canada that we purchased just after 9/11 and she has plans, so many great plans!

Share something fun you've been doing during the stay at home advisory?

I finally read books I've been eager to read for a few months and watch Netflix series I didn't want to fully commit to! I also started a click and grow garden that hasn't really panned out as I expected. Hope other green thumbs gardening in apartments have had more luck!

What's a good place to have a lunch meeting-with staff?

I'll always say McDonalds. You truly get to know someone when you have to stand in line with them and they have to order a meal they've likely ordered a hundred times before-are they smooth in telling their story, do they get on with it so others can also order and how do they treat the staff behind the counter? I've revised my opinion a few times on team members after going to lunch with them at a fast food outlet.

AFP Member Benefits

Registration Fee Waived for Premium Webinars:

We know times are tough, but you still need to stay at the top of your fundraising game. That's why AFP has waived registration fees for

to \$75,000. And if you're able to donate more than 25% of your AGI - let's say \$50,000 - you'll still only be able to write off \$25,000 this year, and the additional \$25,000 will carry over to the next year (where the tax deduction limit will likely return to 15% of AGI).

Here is a quick link to a more detailed article :

[Forbes.com CARES Act.](#)

Our thanks to Aloha Chapter board member Cynthia Lallo, CFRE, for this submission.

AFP Aloha Chapter Government Relations/Advocacy Committee Update

On March 16, 2020, the Legislature recessed due to the COVID-19 pandemic by adopting [Senate Concurrent Resolution 242](#).

It is currently unknown when the Legislature will reconvene, but when they do so it is expected that the session will be shortened and focus mainly on the State Budget, COVID related funding and relief measures and other critically needed legislation rather than "nice to have" legislation. Legislation to **repeal the GET on fundraising income (SB No. 2112)** passed in the Senate and is stalled now in the House. Its prospects this year seem remote.

We will keep you updated on important legislative issues related to the nonprofit industry. And if you would like to join the Government Relations/ Advocacy Committee, please contact Hugh Jones, Chair, at Hugh.Jones@uhfoundation.org or Susan Oshiro at admin@afphawaii.org.

Read: Nonprofit Leaders Reach for Resilience

Aloha Chapter President Angie Britten, CFRE, and several other members of our local nonprofit community were featured in this April 24, 2020 issue of [Pacific Business News article](#).

AFP Foundation for Philanthropy

BE  CAUSE
Empower. Strengthen. Transform.

Mahalo for your generous support of AFP Aloha Chapter through the 2020 Be The Cause Campaign

President's Club: \$1,000-\$2,499
Jennifer Oyer, CFRE*

Ambassador's Club-Emerald: \$500-\$999
Michelle L. Morihara CFRE

Ambassador's Club - Ruby Level: \$250-\$499
Angie Golis-Yamamoto*
Pi'ilani Kai

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

fundraising game. That's why AFP has waived registration fees for the upcoming webinars on May 13th, "How to Create Donor Surveys that Improve Your Fundraising" and May 27th, "The Art of the Legacy Ask" for all AFP members. As always, AFP values you as a member of our community, and we're here to support you and help you find fundraising success, no matter the challenge! [More details/register...](#)

PLEASE NOTE: If you have not registered for an AFP Webinar or E-Course before, you will need to create a free account in Blue Sky (learning management system). This login is different than your AFP member login.

Membership Installment Plan:

AFP appreciates the economic situation that many members face and is offering to allow payment of membership dues in six installments. This [document](#) provides the details on how this plan works. Please note that AFP is working on setting up an online month to month payment plan for new members to use during the online join process. We will keep you updated as the details are released.

Membership Recruitment Campaign: Each year AFP Global runs a **\$50 off membership** campaign to celebrate AFP's anniversary. The discount is available for **NEW members in the professional and associate categories only**. The online promo code is **AFP2020** and you can find a hard [copy of the coupon here](#). The promotion runs from May 1st through June 30th. If you would like a hard copy membership packet mailed to you, please contact Aloha Chapter Administrator Susan Oshiro at admin@afphawaii.org.

Understanding Our Host Culture

by Pomai Toledo,

The Friends of Iolani Palace
and Aloha Chapter Board Member



Loa'a ke ola | Hālau-a-ola
Life is obtained in the House-of-Life

One is happy, safe, well again. A play on ola (life, health, healing, contentment, and peace after a struggle)

Source: 'Olelo No'eau - Hawaiian Proverbs & Poetical Sayings (No. 2017) by Mary Kawena Pukui

Note: There was an error in the April issue posting. Please see the corrected version below. Our sincere apologies for the error.

E Iho Ana: A Prophecy Chant

Ambassador's Club -Sapphire Level: \$100-\$249
Angela Britten, CFRE*
Martha Hanson
Hugh Jones
Janice N. Knapp, CFRE
Mariette Lissa Schiff*
Bran-Dee Torres
Keoni Vaughn

Friends of the Foundation: (Gifts under \$100)

Lori Admiral
Mariko Chang
Dana Kokubun
Susan Oshiro
Suzanne M. Sato
Norma Spierings
Pomai Toledo*
Luana Whitford-Mitchell

(gifts as of 4/29/2020)

*Alpha Society member-recurring monthly giving program

The AFP Foundation for Philanthropy has a unique role in educating us, investing in developing a greater understanding of our sector and creating a more inclusive future for our profession.

[DONATE NOW!](#)

Join your fellow fundraising colleagues by making a donation today!

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

NPD Update!

We are exploring our options in consideration of our community's safety and will be sharing updates for our **2020 National Philanthropy Day Conference and Awards Luncheon** currently scheduled for Thursday, November 12, 2020 at the Sheraton Waikiki Hotel as soon as we are able.



AFP Aloha Chapter Receives IDEA 2020 Champion Designation

The Association of Fundraising Professionals (AFP) Aloha

E iho ana o luna
E pi'i ana o lalo
E hui ana nā moku
E ku ana ka paia

*The high will be brought low
The low will be lifted up
The islands will be united
The walls shall stand upright*

Source: Adapted from *Hawaiian antiquities* by David Malo, c/o Nā Mea Hawai'i.

(Hawaiian vowels are pronounced similarly to Spanish vowels: "ah-eh-ee-oh-u" or the like).

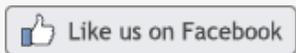
Post your job with AFP

The Aloha Chapter has an easy-to-use online process to post job announcements for Hawaii's nonprofit organizations! Post a job now and ensure your post is seen by nearly 1000 of our contacts, friends and associates.

*We also offer a "Featured Job" designation for an additional fee. If you select this option, your job will be noted as a featured job and will be listed at the top of each weekly job notice email AND at the top of the jobs listings on our website for the duration of your posting (maximum 60 days).

[Post now...](#)

[Visit Our Website](#)



Chapter has been named an **IDEA 2020 Champion** Chapter. The IDEA (Inclusion, Diversity, Equity, and Access) Champion designation recognizes those chapters who have accomplished many of the key objectives in AFP's goal of advancing diversity. Of the 240 AFP chapters, 96 chapters received this distinguished designation.

Formerly called Friends of Diversity, the criteria for the award is determined by AFP Global. A list of 10 goals is published annually and chapters must accomplish 6 of these goals during the year and submit a nomination form for verification to be honored.

The IDEA 2020 Champion chapters were recognized at a recent Chapter Presidents Council meeting and also earn the privilege of displaying their 2020 logo on their website, newsletters and stationery.



Submit Your CFRE Application Now and Get 18 Months of CFRE Testing Eligibility

Although the April 15 CFRE application deadline has passed, CFRE International wants to give you added peace of mind as you work towards your CFRE. Effective April 2, all CFRE initial certification applications submitted January 1, 2020, through June 30, 2020, will receive an 18-month testing eligibility window instead of the standard 12-month testing window.

Becoming a Certified Fund Raising Executive (CFRE) demonstrates your mastery of fundraising best practices to your colleagues, board, donors, and beyond. It shows your steadfast commitment to ethical fundraising and the profession.

AFP members also enjoy a special 20% off discount on the CFRE initial application.

Learn more at: <https://www.cfre.org/certification/initial/>

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