



The Mentor

AFP Aloha Chapter

January 2021 | Monthly Newsletter



Hauoli Makahiki Hou!

The Association of Fundraising Professionals Aloha Chapter faced the challenges presented by 2020 with grace and fortitude. Our incredible volunteers (and Susan Oshiro, our superstar chapter administrator) created and coordinated a variety of high quality activities including professional development seminars, networking and support activities, and collaborated with our Hawaii partners in advancing philanthropy through professional, ethical fundraising. We've outlined the chapter's achievements below.

I am thankful to each of you for taking on leadership roles to advance professional fundraising within your own communities. May the memories of 2020 remind us of our strength and resilience so we may face all that 2021 brings with confidence.

O wau iho no,

Angie

2020 Aloha Chapter Highlights

- **15 professional development sessions** including 3 in-person sessions and 4 complimentary sessions held in March & April discussing fundraising during COVID-19.
- **3 virtual networking Pau Hana events** in April, May, and June, sharing topics like how people are coping with the pandemic situation and advice for new fundraisers.
- **5 scholarships provided by Aloha Chapter** for professional development events, including 1 for neighbor island travel and 4 for NPD registration fee waivers.
- **26 members who have CFRE credentials:** an increase from our 24 CFRE's in 2019.
- **198 participants in our first virtual National Philanthropy Day Conference & Awards** held on November 12th.
- **Raised over \$5,400 for the AFP annual campaign Be The Cause**, including 100% board participation.

[Read more](#)

Chapter News



Last board meeting in December for outgoing board members Laura Kay Rand, Hugh Jones, and Eric La'a, CFRE...mahalo for your service to the chapter!

Welcome to our 2021 Board Leadership

Each year a group of fundraising professionals within our philanthropy community step up to serve as your Board of Directors for the AFP Aloha Chapter. These individuals provide your representation and your voice, respond to our fundraising community's needs, and lead our AFP committee work throughout the year. Please do not hesitate to reach out to any of these board members, as they work to fulfill our mission statement for the chapter in 2021:

"The Association of Fundraising Professionals Aloha Chapter advances philanthropy throughout Hawaii by actively promoting the practice of ethical and effective fundraising. We are committed to education, networking, advocacy, and mentoring in the field of fundraising for the benefit of all, with the spirit of aloha."

Please join us in welcoming the fourteen 2021 AFP Aloha Chapter Board of Directors:

Officers

President - Angela M. Britten, CFRE, Hawaii Islands Land Trust

Past-President - Cathy Alsup, CFRE, Hope Partners Hawaii (Chair, Professional Development Committee & Chair, Directorship Committee)

President-Elect - Michelle M. Morihara, CFRE, Honolulu Museum of Art (Chair, Resource Development Committee)

Secretary - Janice Knapp, CFRE, Navian Hawaii (Chair, Be The Cause Committee)

Treasurer - Keith A. Greer, CFRE, Hawaii Care Choices (Chair, Finance Committee)

Directors

Ryan Catalani, Hawaii Children's Action Network (Chair, Diversity Committee)

Colette Forcier, CFRE, Hawaii Pacific Health Foundations (Member, Resource Development Committee)

Ellise Fujii, Boy Scouts of America, Aloha Council (Chair, Membership Committee)

Cynthia Lallo, CFRE, CLC Consulting Group (Member, Professional Development Committee)

Cara Mazzei, CFRE, YWCA Oahu (Member, Marketing Committee)

Pomai Toledo, The Friends of Iolani Palace (Co-Chair, National Philanthropy Day Committee)

Bran-Dee Torres, Ke Ali'i Pauahi Foundation (Co-Chair, National Philanthropy Day Committee)

Inger Tully, CFRE, Hawaii Community Foundation (Chair, Scholarship Committee)

Keoni Vaughn, Pacific Animal Initiatives & Lanai Cat Sanctuary (Chair, Marketing Committee)

Get Involved--Join an Aloha Chapter Committee in 2021!



Please consider getting more involved in the Aloha Chapter this year by joining a committee! Here are some things to consider:

7 Reasons to Join an AFP Aloha Chapter Committee

- 1) Experience:** You will get to experience how things work inside the Aloha Chapter and see what all goes into making the chapter tick.
- 2) Relationships/Networking:** Joining a committee helps you build stronger relationships and connections with colleagues in your field.
- 3) Development:** The things that you will learn while participating in a committee can translate positively into your professional and personal development.
- 4) Leadership Opportunities:** Through active participation on a committee, you may decide to expand your role in the chapter or consider becoming a future board member.
- 5) Share Your Expertise:** You can join a committee where you can share and contribute in an area that complements your strong suit.
- 6) Service:** Joining a committee gives you the opportunity to serve AFP at a greater level and contribute to the growth and future success of the organization.
- 7) Community:** The Aloha Chapter is made up of a wonderful community of knowledgeable and helpful industry professionals. And you'll be able to give back to the community that AFP serves by making a difference through committee involvement.

View the list of [2021 Aloha Chapter Committees](#). You may contact the committee chair directly or if you have any questions, please contact Chapter Administrator Susan Oshiro at admin@afphawaii.org for assistance.



Apply Now for the Chamberlain Scholarship to attend the 2021 AFP ICON Conference!

Don't miss out on your chance to receive a scholarship to attend the 2021 AFP International Conference on Fundraising in Minneapolis, MN, on June 28-30, 2021! Learn more about AFP 2021 ICON here: <https://afpicon.com/>

The 2021 conference will be **held virtually as well as in-person**. Please note that this scholarship is only available to individuals who have not attended a past AFP International conference.

The Chamberlain Scholarship program honors **Ralph E. Chamberlain, CFRE**, who had a long and distinguished career of service to AFP. This program is designed to help individuals serving nonprofit organizations develop their knowledge and skills in fundraising by attending the annual international conference.

If you are interested in attending, please fill out the **scholarship application** and submit by **January 15, 2021** for consideration.

Thanks for Being the Cause!



Together with your support, we surpassed our 2020 BE the CAUSE Campaign goal and successfully raised over \$5,900! And because of this, AFP Aloha Chapter will receive vital funding from the AFP Foundation, enabling us to offer education scholarships to our very own local AFP members who might not otherwise be able to attend the 2021 AFP National Philanthropy Day Conference or other professional development offerings held throughout the year.

Mahalo to our 2020 BE the CAUSE Donors!

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

Jennifer Oyer, CFRE*

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

Michelle L. Morihara, CFRE

Laura Kay Rand

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

Angie Golis-Yamamoto*

Cynthia Lallo, CFRE

Sanae Tokumura, ACFRE, APR

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

Cathy Alsup, CFRE

Angela Britten, CFRE*

Martha Hanson

Hugh Jones

Pi'ilani Kai
Janice N. Knapp, CFRE
Eric La'a, CFRE
Cara Mazzei, CFRE
Yvonne Morris
Suzanne M. Sato
Mariette Lissa Schiff*
Bran-Dee Torres
Inger Tully, CFRE
Keoni Vaughn

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

Lori Admiral
Elizabeth Ann Aulsebrook
Mariko Chang, MBA, MA
Elizabeth Gromko
Be-Jay Kodama
Dana Kokubun
Carlayna Nakamura
Susan Oshiro
Rüdiger Rückmann
Norma Spierings
Pomai Toledo*
Luana Whitford-Mitchell

(gifts as of 12/28/2020)

**Alpha Society member-recurring monthly giving program*

Member Spotlight



Ellise Fujii

Director of Development and Marketing

Boy Scouts of America, Aloha Council

We would like to start off the year by getting to know some of our new board members. In this issue, our profile features Ellise Fujii. An AFP member since 2013, Ellise previously served on the Aloha Chapter's membership committee, which she now chairs. We thank Ellise for taking the time to share a little about herself.

How long have you been at your current organization?

I've been with the Boy Scouts of America, Aloha Council for about 2.5 years.

What encouraged you to join AFP?

I was encouraged to join AFP because I aspired to become a more skilled and effective fundraiser. Truthfully, I was not very active in the first few years of my membership. I attended occasional events and trainings, including the especially valuable Fundamentals of Fundraising, but did not get further engaged. Hopefully I am proof that it is never too late to start getting more involved!

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

Like nearly all other nonprofits, we have had to change our program delivery model from one that was in-person, to one that is delivered virtually. Our Scout Shop offers online shopping and curbside pickup as well.

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

Professionally, I think that we have all faced similar challenges. That is, creating a new playbook where none existed before. We have had to quickly adapt to a very fluid situation that does not have a clear end in sight.

Personally, the lack of ongoing social interaction—which we development professionals thrive on!—has been tough. While I appreciate Zoom, FaceTime, emails, and text, there is no replacement for in-person meetings and social gatherings. I looked through my phone recently to find photos that I needed for a customized day planner and was sad, but not surprised, to see that I had zero photos with people outside my immediate family from about March 2020 onward.

[Read more](#)

Membership News



Tom Blackburn-Rodriguez

Fundraising Consultant

Tom Blackburn-Rodriguez & Assoc.

Mondy Jamshidi-Kent

Vice President

travel2change

Jennine Sullivan

Executive Director

Feeding Hawaii Together

AFP Membership Info

- \$5--2% Dues Increase for 2021
- Membership Payment Plan

[Read more](#)

Understanding Our Host Culture



*Written by Pomai Toledo,
The Friends of Iolani Palace and
Aloha Chapter Board Member*

Ke kololio ka hau o uka, ko mai ka nae 'a'ala o ke kiele

When the dew-laden breeze of the upland
creeps swiftly down it brings with it the
fragrance of the gardenias.

Said of one who comes with happy tidings.
As we welcome 2021, let's create the goal
of making this better than the times that
we just came out of! Hauoli Makahiki Hou!

*– Mary Kawena Pukui, 'Ōlelo No'eau No.
1754*

Additionally...

Congress pass legislation that includes additional funding for PPP Loans

Reprinted from 12/24/20 First Hawaiian Bank email to AFP Aloha Chapter [View in Browser](#)

It is anticipated that the SBA's Paycheck Protection Program will receive \$285 billion in funding to support small businesses and other organizations that have been impacted by the COVID-19 pandemic.

While formal updates to the SBA Paycheck Protection Program Guidelines have not been released, it is anticipated that:

Eligible businesses and organizations that did not previously receive a PPP loan will have the opportunity to apply for a PPP loan.

Businesses and organizations that have already received PPP funding are eligible to apply for an additional PPP loan if they have spent all of the funds from the first PPP loan, have 300 or less employees, and have seen drops of at least 25% of their gross receipts in 2020 compared to the same quarter in 2019.

The program will expand eligibility to more nonprofits as well as certain newspapers, TV and radio broadcasters.

A streamlined forgiveness process will be available for loans of \$150,000 or less.

Note that we cannot accept applications for the program yet, but we will continue to provide updates regarding the program and application process at www.fhb.com/PPP as they become available.

We appreciate your trust in First Hawaiian Bank, and we look forward to assisting you through the hardships caused by this pandemic. [Learn more »](#)

Small Business Administration
Paycheck Protection Program



CFRE News



January 15 is the next CFRE application deadline! Take control of your professional goals in 2021. Submit your CFRE application in time for the January 15 application deadline to begin the year on the right professional foot.

Remember that once your application is approved, you'll have one year to sit from the exam.

Log into your My CFRE account and put the finishing touches on your CFRE application.

AFP Job Listing and Policy

New Listing Requirement Effective November 1st

Please be advised that AFP Global is requiring all job postings to 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. This requirement will apply for all job postings beginning November 1, 2020.

President & Executive Director - Junior Achievement of Hawaii

Executive Director - Hawaii Medical Association

Fund Development Director - J. Walter Cameron Center

[Apply for or post a job now!](#)

AFP Aloha Chapter | www.afphawaii.org

