USD’s Peek at the State of Nonprofits

Key to the success of San Diego’s increasing number of San Diego nonprofits in securing ongoing funding will be effectively evaluating programs and communicating outcomes in a compelling manner to prospective funders. That was one of many insights shared by Laura Deitrick, PhD, Associate Director of The Nonprofit Institute, at AFP San Diego’s September luncheon.

At the “First Look, State of San Diego's Nonprofits and Philanthropy,” Dr. Deitrick highlighted trends that will be detailed in the annual State of Nonprofits and Philanthropy report, due to be released at the 5th Annual Nonprofit Summit on Friday, October 20th at the University of San Diego. Designed to help guide nonprofit and philanthropic leaders in creating innovative and collaborative strategies to improve our community’s future, the Summit will include AFP leaders addressing 21st Century Fundraising: Evolving Techniques & Best Practices for Your Organization.

Dr. Deitrick noted that there are 1.25 million nonprofits nationwide; in San Diego County, 11,614 nonprofits were registered in 2016—an increase of 593 or 4.87%. Due to limited philanthropic funding in San Diego compared to other cities of its size, nonprofits must be competitive and accurately report their results to secure external funding. The group also discussed issues in diversity, equity, and inclusion, and members shared strategies for recruiting diverse boards and staff. Learn more about the Summit or register by Googling USD State of Nonprofits 2017.

Celebrating Friendships & Fundraising: AFP’s Membership Reception

Development professionals from throughout San Diego County celebrated new friendships and deepened existing relationships at AFP’s annual Members and Friends Reception last month. "The Art and Science of Fundraising," hosted by the La Jolla Institute for Allergy and Immunology (LJI), was organized to welcome those interested in joining AFP. There was a virtual reality simulation of diseases studied at LJI (including the Zika virus and diabetes), music by Resounding Joy, and food by Bristol Farms. Stacy Slagor highlighted the value of AFP membership, discussing the benefits of being in AFP’s mentorship program. She said it was instrumental in her obtaining the skills and guidance she needed to secure her “dream job” as Director of Development at CSUSM.

Board member Mark Lagace, Director of Philanthropy at Home Start Inc., also discussed AFP’s “Be the Cause” campaign, noting that it has 100% board participation. A special shout out for a memorable evening goes to Kelsey Dale, LJI’s Deputy Director of Advancement and AFP Membership Chair; Brooke Truesdale, San Diego Zoo Global and AFP Membership VP; Diana Barnard and Ashley Garcia, UC San Diego; Jessica Blaisus, Resounding Joy; and Eileen Timken, LJI.

Oct. 11th – Learn more about E-Philanthropy, Giving Tuesday (#GT) & Social Media at the AFP workshop at Classy. Registration at 5 p.m., event and networking 5:30 – 7:30 p.m., Classy Offices, 350 Tenth Ave, SD.

Oct 13th – Don’t miss the deadline to apply for AFP San Diego’s Chamberlain Scholarship, to help cover registration, travel, and lodging for the AFP International Conference April 15 - 17, 2018, in New Orleans. For more info email Georgia.Ringler@afpsd.org.

Oct. 24th – AFP San Diego Webinar, Four Steps to Successful Endowment Building. This webinar is designed to educate board and staff members; 8:30 a.m. – 10:15 am, location TBD.

Oct. 27th – Grab your lunch and let’s discuss tips for Donor Stewardship, at our next Brown Bag Luncheon; 11:30 a.m., The San Diego Foundation.

Oct 31st – Application deadline for AFP Foundation’s Philanthropy’s Diverse Communities Scholarship, which helps cover registration, travel and lodging for the AFP International Conference. For info email Heba Mahmoud at hmahmoud@afpnet.org.

Nov. 8th – Join renowned fundraising author Tom Ahern at AFP’s workshop and luncheon: THE BIG (little) Diff: Writing for Digital, and Everything I Know in 60 Slides! 10 a.m. to 1:30 p.m., Hilton Mission Valley.
Community Profile: Rancho Santa Fe Foundation, True Partner

A valued AFP member since 1998, the Rancho Santa Fe (RSF) Foundation has been an ardent leader in best practices in philanthropy in San Diego County for more than 30 years. Focused on stewarding “impactful philanthropy that inspires the joy of purposeful giving,” RSF’s Executive Director Christy Wilson has dedicated her time, expertise, and support to AFP for many years, serving on National Philanthropy Day’s Honorary Committee. This year, the Foundation is stepping up to help offset the video costs of NPD Honorary Awards recipients, making it possible to showcase outstanding philanthropists, development professionals and nonprofit volunteers in San Diego. RSF’s mission is to connect donors with regional and global needs through visionary community leadership, personalized service, and effective grant making. It serves individual donors and families of 125 donor advised funds and nearly 90 nonprofits, and has granted more than $68 million in San Diego and the world. The Foundation also provides several strategic grant-making initiatives, including North County Senior Connections (NCSC), a partnership with Interfaith Community Services and Dreams for Change to bring fresh and healthy lunches to vulnerable seniors in North County. Local nonprofits serving active duty military, veterans, and their families also receive invaluable support from the RSF. Learn more about the RSF’s work to make our world a better place at www.rsffoundation.org.

Increase Your Visibility: Sponsor National Philanthropy Day

November 14th, 11 to 1:30 p.m. at the Del Mar Fairgrounds – Contact Georgia for more information.

We gratefully acknowledge our 2017 NPD Presenting Sponsor: UC San Diego

Reach Outstanding Applicants for Your Open Position by posting on the AFP San Diego Website. For $100 your ad will run for 90 days (member rate). Contact Georgia.Ringler@afpsd.org. Current Positions include: National University, Director of Annual Giving; Salk Institute for Biological Studies, Director, Development Services; Project Concern International, Development Officer, Annual Fund & Community Engagement.

Photo Contest: Creating our New AFP Website

Are you a shutterbug? Show us what AFP means to you!

Contest winners receive complimentary registration for an AFP Luncheon and an opportunity to showcase your nonprofit to our 400 members. Winning submissions will be close-up, action shots of development professionals, the nonprofits agencies they serve, and philanthropists who contribute so much to our community—all working together to make San Diego a better place to live and work.

Our goal is to have photos on the landing page of our NEW website, with a launch date in January 2018! We would love to learn what AFP San Diego means to you. Contest ends December 31, 2017. Submit photos to Georgia.Ringler@afpsd.org. Please note: submitted photos become the property of AFP San Diego.

Questions, Comments, Contributions to Next Month’s Hotsheet?

For program information contact Georgia Ringler, Chapter Manager at (858) 212-1706 or Georgia.Ringler@afpsd.org. To partner with AFP San Diego and/or to contribute to next month’s AFP newsletter, contact Lisa Ritchie, M.A., AFP Vice President, Community Relations; Vice President, NETZEL GRIGSBY ASSOCIATES at lritch@netzelgrigsby.com. Special thanks to Carlos Medina, Grants Officer at FATHER JOE’S VILLAGES for co-editing this edition!