



Awards Ceremony

November 20, 2025 Olympus Corporation of the Americas

Presenting Sponsor:

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ABOUT AFP GREATER LEHIGH VALLEY CHAPTER

Founded in 1986, the AFP GLV Chapter is a regional professional association whose membership is comprised of persons involved in development, public relations, non-profit management, and fundraising consulting. It is a chapter of the international organization, Association of Fundraising Professionals. The majority of chapter members represent organizations in Lehigh and Northampton counties. The Chapter currently has a membership of approximately 85 fundraising professionals.

The Chapter's Board of Directors strive to present programs that foster professional development at all career levels and provide educational opportunities for all non-profit constituencies, including board members, donors, youth and funders.

For more information, visit our website at www.afpglv.org

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IDEA PHILOSOPHY STATEMENT

The AFP Greater Lehigh Valley Chapter strives to act in accordance with the national organization's diversity and inclusion philosophy statement wherein diversity and inclusion create a strong, vital, and unified force for the effective pursuit of our mission and achieving philanthropic success. As such, we seek to promote an Association that is more reflective of Chapter's diverse community and actively seek diversity within our board, committees, and membership. AFP GLV also seeks to promote policies and programs for the greater non-profit community in the area of inclusion, diversity, equity, and access.

NATIONAL PHILANTHROPY DAY

Awards Ceremony

NOVEMBER 20, 2025

FROM 4:00 TO 5:00 PM

OUTSTANDING AWARDS PROGRAM

HONOREES

OUTSTANDING	VOLUNTEER FUNDRAISER.	Sara Austin
OUTSTANDING	PHILANTHROPIST	Ashley Russo
OUTSTANDING	PHILANTHROPY GROUP	The Pennsylvania Shakespeare Festival Guild
OUTSTANDING	BUSINESS	Phoebe Ministries
OUTSTANDING	FOUNDATION	The Salvaggio Family Foundation
RISING STAR.		Meghan Baker

CLOSING REMARKS

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Corissa Rolon

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Sharon Alexander

Outstanding Volunteer Fundraiser

SARA AUSTIN



The Outstanding Volunteer Fundraiser Award is presented to an individual, couple, or group who demonstrates exceptional volunteer leadership skills in coordinating and motivating other volunteers for major fundraising projects and exemplifies specific commitment to the advancement of philanthropy.

Sara, a mom who recently joined the Outreach team at Cookies for Kids' Cancer, has single-handedly raised over \$46,000 for childhood cancer research, care, and survivorship programming since her son, Ben (winner of the 2022 Outstanding Youth in Philanthropy Award), was diagnosed with Wilms Tumor or nephroblastoma, a kind of kidney cancer, in 2016. Sara and family navigated Ben's treatment, recovery, relapse, recovery (x2), and now long-term healthcare needs associated with childhood cancer, all while committing themselves to raising awareness of and funds for childhood cancer and cancer families. Since joining the nonprofit Cookies for Kids' Cancer four months ago, she has helped to raise over \$12,000 for the organization, leveraging strong ties to her Lehigh Valley community, where she's hosted numerous other successful fundraising events, including five, highly publicized and well attended fundraisers for Alex's Lemonade Stand, where she was named a 'Top Fundraiser' three years in a row.

Sara's other accomplishments include: Toy drives and fundraisers for cancer care at the Children's Hospital of Philadelphia, participation in fundraising for and advocacy activations with Stillbrave Childhood Cancer Foundation, and hosting "Go Gold" weeks at Forks Elementary School in Easton. In her new role as Outreach Coordinator at Cookies for Kids' Cancer, Sara is working to expand the organization's reach and impact in Pennsylvania.

Sara would like to use this opportunity to bring awareness to Cookies for Kids' Cancer and the work the organization does. Cookies for Kids' Cancer has received Charity Navigator's 4-Star designation and Candid's Platinum Seal of Transparency. Learn more at cookiesforkidscancer.org.

Outstanding Philanthropist

ASHLEY RUSSO



The Outstanding Philanthropist Award is presented to an individual or family who demonstrates exceptional generosity through direct charitable support to the community, demonstrates civic and charitable responsibility, and offers a model of generosity that encourages others toward philanthropy and community involvement

Ashley embodies the essence of philanthropy, consistently leveraging her professional expertise, time and resources to make a positive difference in the community. As the founder and leader of ASR Media, she has created an Emmy® award-winning production company that not only excels in storytelling but, from its inception, actively elevates nonprofit organizations, amplifying their missions through compelling video content.

Ashley's hands-on community involvement extends to Northampton Community College's Food & Wine Gala Event Committee, where she currently serves as co-chair and Master of Ceremonies. Under her guidance, the gala continues to attract record-breaking support, drawing hundreds of attendees and serving as a model for community-driven philanthropy. To date, the event has raised over \$3.1 million, providing student scholarships and expanding access to high-quality education. This past May, Ashley was instrumental in raising over \$350,000 for student scholarships.

In addition to NCC's Food & Wine Gala, Ashley brings her expertise to other signature community events, including Girl Scouts of Eastern PA's Golf for Girl Scouts Annual Fundraiser, which she also co-chairs. Her commitment to service is longstanding: she chaired the American Heart Association's 2025 Lehigh Valley and Berks Heart Ball, and she and her husband previously served as co-chairs of United Way's Annual Campaign.

Ashley serves on the boards of the Girl Scouts of Eastern PA, the Children's Home of Easton, the Greater Lehigh Valley Chamber of Commerce, and Hospital Central Services, Inc. & Affiliates. She is also active on committees supporting Wildlands Conservancy, Girl Scouts Take the Lead Lehigh Valley, and Women United, among others. Her exceptional philanthropic leadership and commitment to addressing community needs are recognized through her membership in United Way of the Greater Lehigh Valley's Tocqueville Society.

Outstanding Philanthropy Group

THE PENNSYLVANIA SHAKESPEARE FESTIVAL GUILD



The Outstanding Philanthropy Group Award is presented to a group or organization that demonstrates a significant fundraising activity performed by its members to benefit a specific charitable cause.

The Pennsylvania Shakespeare Festival Guild is the volunteer organization dedicated to the promotion and support of PSF. The 180+ member Guild exemplifies service in our community and are the welcoming faces of the festival. Guild members are also the backbone of PSF and the Summer Theatre Series wouldn't be possible without them. Many have been volunteering for over 20 years, and some have been with PSF since its first season 34 years ago.

Guild members comprise over 40% of people involved in the Summer Theatre Series – more than double the percentage of actors or production staff - and perform a variety of tasks. The people who scan tickets at the entrances of the Festival's two indoor theaters? They're Guild members. The people who offer you programs and usher you to your seats? They're Guild members, too. The people who handle indoor and outdoor concessions, sales at the PSF Souvenir Shoppe, and transform undergraduate residence halls into home-away-from-home living spaces for the summer seasonal company of artists? All Guild members.

The 2025 season Guild accomplished the following:

- 180+ members served over 25,800 Festival attendees
- 5,607 hours total volunteered during the 13-week summer season
- 236 bedrooms and 68 kitchens set up and broken down within a matter of days
- 4,248 pounds of bedroom linen laundry washed, dried, folded and stored
- 196 welcome bags assembled for the 196 seasonal company artists
- Supported sales of over \$67,000 souvenirs, concessions, and lobby raffle sales

Outstanding Foundation

SALVAGGIO FAMILY FOUNDATION •

SALVAGGIO FAMILY FOUNDATION

The Outstanding Foundation Award recognizes a foundation that demonstrates outstanding commitment to philanthropy through charitable support and leadership in the community.

The Salvaggio family embodies the very spirit of philanthropy. Their generosity is rooted in a deep commitment to investing in the community they call home and in creating opportunities that uplift children, families, and individuals across the Greater Lehigh Valley.

For more than four decades, since the founding of CAI, the Salvaggio family has exemplified values of integrity, compassion, and service—doing the right thing not only for their customers and staff, but for their neighbors and the broader community. Their philanthropic focus is both visionary and inclusive: expanding access to quality education, championing young children and individuals with disabilities, and providing tangible support to families in need.

In 2014, the family founded the CAI Learning Academy—now the Salvaggio Academy—a beacon of educational equity for underserved children in grades K–5. A tuition free school, the Academy's foundation is the Salvaggio family's belief that every child deserves an engaging, technology-rich learning environment. Their commitment continues well beyond elementary years, supporting students as they progress through middle and high school. Recently, the Academy found a new home on the Da Vinci Science Center's former site at Cedar Crest College, a powerful symbol of their sustained dedication to youth and education.

The Salvaggio family's support for the Da Vinci Science Center has been both long-standing and transformative. From investing in Women in Science and Engineering programs, to funding STEM summer opportunities for low-income youth, to underwriting hands-on learning at CAI Learning Academy and Boys and Girls Clubs, they have expanded access to science education for thousands of young learners. Most recently, their vision inspired the creation of the Salvaggio Little Learner's Lab in the Science Center's new downtown Allentown facility.

In partnership with the United Way, the family also established the CAI United Fund, a bold investment of more than \$750,000 to directly impact student success through Community Schools. This fund has expanded attendance and engagement supports, enrichment programs, and family services—aligning with a national call to strengthen community schools and ensuring that children have every opportunity to thrive inside and outside the classroom.

Beyond education, the Salvaggio family has been a trailblazer in advancing inclusion. Through CAI, they have pioneered meaningful employment opportunities for neurodivergent individuals, particularly those on the autism spectrum, creating pathways to fulfilling careers while reshaping workplace culture. Their philanthropy mirrors this commitment, supporting Easter Seals and ensuring that people of all abilities are empowered to achieve their full potential.

The CAI United Fund also encompasses a wide portfolio of safety net services—expanding access to housing, food, mental health, and healthcare, while promoting inclusive opportunities for individuals with disabilities. Through this partnership with United Way, the Salvaggio family's philanthropy extends well beyond classrooms, building a stronger, healthier, and more equitable Lehigh Valley for all.

Their generosity through the United Way further mobilizes the community — funding academic scholarships, free arts access for youth through ArtsQuest, and activating CAI employees to deliver holiday gifts for families through the Salvation Army and Valley Youth House, and to ensure food security for countless households each Thanksgiving.

The Salvaggio Family Foundation has touched the lives of thousands—children discovering a love of learning, families finding stability and hope, and individuals realizing their unique potential. Their philanthropy is not transactional, but transformational. It changes trajectories, builds stronger communities, and inspires others to follow their lead.

Outstanding Business

PHOEBE MINISTRIES

#Phoebe

The Outstanding Business Award recognizes a corporation or business that demonstrates outstanding commitment to philanthropy through charitable support and leadership in the community.

Phoebe Ministries exemplifies the spirit of National Philanthropy Day through its unwavering commitment to compassionate care, community impact and charitable giving. Phoebe ministries serves thousands of seniors in our region with a simple but important mission to enrich the lives of seniors, their families and the communities we serve. In addition to providing a continuum of care from memory care, personal care to independent living - Phoebe provided 18 million dollars in charity care last year for seniors unable to afford the rising costs of health care.

CEO, Scott Stevenson not only ensures compassionate care for residents, but puts great effort into showing appreciation for staff through the Faith in Action program which provides recognition to staff members demonstrating Phoebe's values: Accountability, Compassion, Ethical Conduct, Fruits of the Spirit, Integrity, Respect and Stewardship. Phoebe has a legacy of generosity and servant leadership making them a powerful force for good and deserving of this prestigious recognition.

Rising Star Award

MEGHAN BAKER •



The Rising Star Award recognizes a fundraiser who is new to the field, with less than five years of experience, and who exemplifies professionalism and creativity, has documented success in fundraising and commitment to professional development.

Meghan Baker is a true example of grit and grace for our community and, specifically, the survivors of intimate partner abuse served by Turning Point of Lehigh Valley. A vocal survivor of an abusive marriage, she has thrived and channeled her energy into creating a loving homelife for her children and doing all she can to help other survivors.

Meghan has been the Director of Advancement at Turning Point LV since January of 2024, but her involvement started years earlier as a volunteer. Meghan joined our Survivor Mentors program, speaking about her experience to raise awareness of abuse and our services at community events. Wanting to do more, she joined the Board of Directors of Turning Point LV in 2022; following several years of serving on the Board's Development Committee, she volunteered to Chair their newly formed Capital Campaign committee in 2023. When the opportunity to join the Turning Point LV team as a full-time employee opened up later that year, she enthusiastically followed her heart, describing the chance to raise capital to support their mission and growth as her dream job.

Those who work with Meghan know she continuously pushes others to expand their goals and redefine what is possible. In less than two years, she has led to the efforts to begin Turning Point LV's Comprehensive Campaign, expanding their target from \$5M over three years to \$10M over six years. When not actively cultivating relationships with donors, she is leading efforts to diversify funding streams at Turning Point through means such as tax credits and social entrepreneurship opportunities.

In an era where non-profits like Turning Point LV are anticipating significant revenue loss due to the economic and political climates, Meghan rallies supporters through her continuous, significant efforts on behalf of other survivors. If all of us exhibited the energy, commitment and enthusiasm that Meghan does on a daily basis even some of the time, we would truly see remarkable change occur.

National Philanthropy Day Committee

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Corissa Rolon

Executive Director & CEO Burn Prevention Network

Jessie Shappell

Executive Director Equi-librium, Inc.

Committee Members

Chris Kaklamanis

The ARC of Lehigh & Northampton Counties

Robin Hewston

Humanitarian Social Innovations

Special Thanks to Tracy Bozik for managing our event marketing

NPD COMMITTEE

That National Philanthropy Day Awards Celebration Committee thanks all the sponsors, volunteers, and supporters who helped make today's event possible. We are especially grateful to this year's award winners and for the opportunity to celebrate the incredible impact their philanthropic work has had on the Lehigh Valley. We look forward to seeing you again next year!

If you are interested in joining our committee for the 2026 National Philanthropy Day Celebration, contact our chapter manager at Director@afpglv.org.

AFP GREATER LEHIGH VALLEY CHAPTER

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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:



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.

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.



To have access to the organization's most recent financial statements.



To be assured their gifts will be used for the purposes for which they were given.



To receive appropriate acknowledgment and recognition.

VI

To be assured that information about their donations 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.



To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.



To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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Colorectal cancer is one of the most detectable and treatable forms of cancer.

If you are over 45 years of age, have a family or personal history of colorectal disease, or have been told you're at high risk, talk to your doctor about scheduling a colon cancer screening today.





THE 2025 NATIONAL PHILANTHROPY DAY AWARD WINNERS & DISTINGUISHED NOMINEES!

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Save the Date!

May 5, 2026 at DeSales University (University Center)
7:30 AM - 5:00 PM

Join us for the Lehigh Valley's preeminent educational conference for fundraising professionals. The 2026 Institute is bringing industry experts and non-profit leaders and volunteers together for a day of learning best practices in fundraising techniques, innovation, research, and career development.

Get Involved!

Join the LVPI Planning Committee and be a part of the team that helps to shape our 2026 Institute.



Go to our website for more details. https://community.afpglobal.org/afpgreaterlv/events/lvpi