

# AFP Annual Report

Association of Fundraising Professionals

## Greater Philadelphia Chapter

# 2009





## A Message from our President, Gloria M. Pugliese, CFRE

Do you remember January? It may seem like it was a long time ago, or maybe it feels like it was just yesterday. As we look back on the year, we will certainly find goals accomplished, in progress, or perhaps adjusted to address a change in circumstances. AFP-GPC has continued to offer programs and services to meet the needs of its members in a year of opportunity, change, and challenge.

AFP-GPC's diversity & outreach committee partnered with AFP International, the AFP Foundation for Philanthropy, and the National Center for Black Philanthropy to present the first ever Color of Money Conference for Fundraising Professionals of Color. Fundraisers from as far away as Texas and Michigan came to Philadelphia to learn best practices and network with peers. The diversity & outreach committee is building off the success of this conference by continuing to reach out to diverse groups of fundraisers in the community.

The Franklin Forum committee changed the conference format this year in order to provide attendees with the most up-to-date information from experts in the field. This year's conference featured a lively plenary panel discussion, as well as sessions from nationally renowned experts and authors. In addition, we offered a less formal luncheon in the exhibit hall allowing for more opportunities to network with fellow fundraisers and vendors during the conference.

AFP-GPC met the challenge of providing top-flight programming and member services while responsibly stewarding our resources. The program committee has done an outstanding job of identifying

expert speakers for educational programs, and the membership committee has worked diligently to reach out to new members to welcome and engage them in chapter activities. Meanwhile, the finance committee has worked quietly behind the scenes, tracking our resources and ensuring that the chapter maintains a healthy financial outlook going into 2010.

This is just a sample of the outstanding work the many AFP-GPC volunteers are doing on behalf of the chapter. I hope you will enjoy reading about the goals the committees have achieved, are ongoing, or that were adjusted over the past year. In a time when many of us are doing more with less for our employers, AFP-GPC is fortunate and grateful for the many dedicated volunteers who make it all happen.

Finally, I would like to thank the chapter office for their support. Our association management staff, Boylan + Associates, handles the logistics of scheduling all our programs and events, especially Franklin Forum, National Philanthropy Day, and this year's Color of Money conference. They make sure our bills are paid and our books are balanced. The chapter could not accomplish the work detailed in this report without their help.

Best wishes for a joyous holiday season and a successful New Year!

Gloria M. Pugliese, CFRE  
President, Greater Philadelphia Chapter

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## Commitment to Membership

AFP is the leading professional association for paid fundraisers working for non-profit and philanthropic organizations. The Greater Philadelphia Chapter was established in 1968 making it among the oldest six chapters, and AFP-GPC is the fifth largest chapter with approximately 675 members.

AFP-GPC members represent a diverse group of over 500 educational, health, philanthropic, religious, community, and cultural organizations. Members are primarily from the eight-county Greater Philadelphia region. Our chapter is also comprised of members from other areas of Pennsylvania and New Jersey, as well as Delaware, New Jersey, Maryland, New York, Ohio, and Florida.

AFP offers highly valued networking opportunities, a strong commitment to ethical standards, and opportunities for professional advancement through excellent educational workshops and learning experiences. AFP's members have access to:

- Networking events
- Available career opportunities, including the Career Planner tool on the AFP website ([www.afpnet.org](http://www.afpnet.org))
- Newsletters and current information on non-profit trends
- A well-equipped Resource Center that provides comprehensive research on any topic relevant to professional advancement, which is provided at no charge to AFP members and a nominal cost to non-members
- The opportunity to participate in legislative activities and influence public policy directly related to fundraising and donor impact
- Significant savings on AFP programs and CFRE certification

Locally, AFP-GPC provides:

- Quality educational programs, impacting more than 500 members and non-members in 2009
- Professional networking opportunities through breakfast events, including affinity group networking breakfasts, for over 100 participants
- Scholarships to help defray program costs for members and non-members
- The Essentials of Fundraising program focusing on professional education for small non-profit organizations
- Two annual programs - Franklin Forum and National Philanthropy Day - that attracted nearly 350 and 600 attendees, respectively, in 2009

## Join us in Baltimore!

### 27th AFP International Conference on Fundraising

April 11-14, 2010

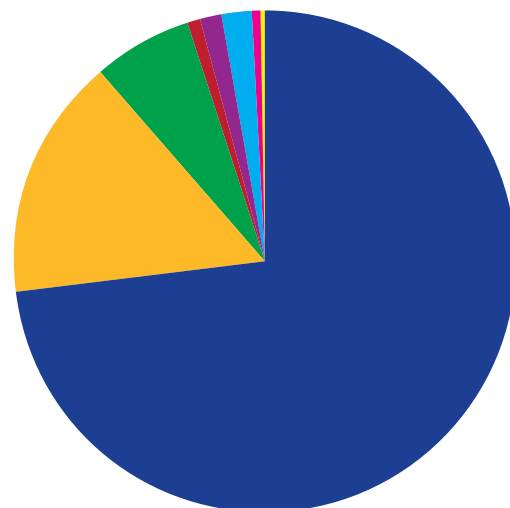
The Baltimore Convention Center

# Finances

Overall, the Association of Fundraising Professionals - Greater Philadelphia Chapter posted a sound profit and loss statement for the fiscal year ending December 31, 2008:

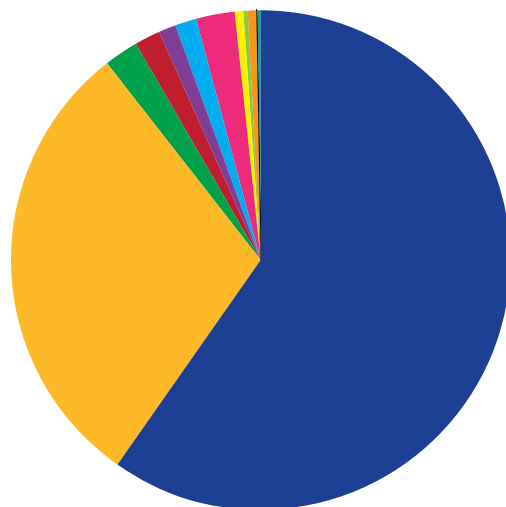
## Income

Programs & Scholarships*	\$247,984
Membership Dues	\$ 53,485
Placement Newsletter	\$ 21,275
AFP International	\$ 3,025
Essentials of Fundraising Program	\$ 4,309
FundLine & Directory Advertising	\$ 6,850
Annual Meeting	\$ 2,070
Chapter List Rental	\$ 300
	<u>\$339,298</u>



## Expenses

Programs & Scholarships*	\$193,645
Office, Board, & Administrative	\$ 96,041
Essentials of Fundraising Program	\$ 7,249
Membership Directory	\$ 6,042
Membership Recruitment/Services	\$ 3,067
Legal & Accounting Fees	\$ 4,789
Chapter Contributions (AFP & Planned Giving Council)	\$ 8,000
Fund Management	\$ 1,331
AFP National Leadership Council	\$ 1,104
FundLine/Website	\$ 2,000
Mentoring	\$ 281
Placement Newsletter	\$ 117
	<u>\$323,666</u>



Net Income \$ 15,632

\*Franklin Forum, National Philanthropy Day, Fundamentals of Fundraising, Half-Day Programs, Web Conferences, Networking Breakfasts, CFRE Review

# Every Member Campaign

Thank you to the following AFP-GPC members who have made gifts to the AFP Foundation for Philanthropy's "Every Member Campaign." Each year AFP-GPC reaches its campaign goal, a percentage of the gifts are returned to us. Please visit [www.afpnet.org/Foundation](http://www.afpnet.org/Foundation) to find out how you can be part of the EMC.

## 2008 EMC Donors

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Sharon K. Zislis  
Jo-Ann Zoll

\*Alpha Society Member





# National Philanthropy Day 2009

The Greater Philadelphia Chapter's Awards Luncheon for National Philanthropy Day (NPD) was celebrated on November 19, 2009 at the Philadelphia Marriott Hotel with nearly 600 people in attendance. National Philanthropy Day is celebrated internationally by over 100 chapters, providing non-profit organizations the opportunity to recognize the contributions philanthropy and philanthropists make to their respective regions.

## 2009 Award Recipients

**Lorraine C. Pruitt** - Fundraising Volunteer of the Year  
Nominated by Abington Memorial Hospital

**Barbara & Charles Kahn, Jr.** - Individual Philanthropists of the Year  
Nominated by Mercy Vocational High School

**PHH Mortgage** - Outstanding Corporation of the Year  
Nominated by American Cancer Society, South Jersey Region & Samaritan Hospice

**Charlotte W. Newcombe Foundation** - Outstanding Foundation of the Year  
Nominated by La Salle University

**Larry Dubinski** - Fundraising Executive of the Year  
Nominated by The Franklin Institute

**Leo Coltrane Kivell** - Youth in Philanthropy Award  
Nominated by St. Peter's Food Cupboard/Walk Against Hunger

**Students of the Phoenixville Area School District** - Youth in Philanthropy Award  
Phoenixville Community Health Foundation

**S. Damon Kletzien** - Lifetime Achievement Award  
Nominated by The HBE Foundation

**Michael O'Neill** - New Generation Philanthropist of the Year  
Nominated by The Salvation Army

**William R. Levy** - Professional Advisor of the Year Presented by the Philadelphia Foundation  
Nominated by The Philadelphia Foundation

**Peter A. Benoliel** - Legacy Award for Planned Giving Philanthropist  
Presented by the Partnership for Philanthropic Giving of Greater Philadelphia  
(formerly the Planned Giving Council of Greater Philadelphia)  
Nominated by Enhanced Philanthropic & Fiduciary Solutions

**Sallie B. & William B. Wallace** - President's Award  
Nominated by The American College

Please consider nominating a philanthropist from the region or one of your fundraising peers for the 2010 awards. Please visit the AFP-GPC website at [www.afpgpc.org](http://www.afpgpc.org) for the 2010 National Philanthropy Day ballot. The 2010 National Philanthropy Day Awards Luncheon will be held on November 18, 2010 at the Philadelphia Loews Hotel.

For general information about National Philanthropy Day, contact Susan Arnold at (609) 699-4108 or [sarnold@ismnj.org](mailto:sarnold@ismnj.org) or Susan Mostek at (610) 933-3013 ext. 31 or [smostek@ccls.org](mailto:smostek@ccls.org).



## National Philanthropy Day 2009 Sponsors

### Presenting Sponsor

The Philadelphia Foundation

### Gold Sponsors

Brown Brothers Harriman & Co.  
The Lenfest Foundation

### Silver Sponsors

Abington Memorial Hospital Foundation  
The American College  
The Franklin Institute  
The Salvation Army

### Bronze Sponsors

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Holy Redeemer Health System  
Jewish Federation of Greater Philadelphia  
Keystone Hospice  
La Salle University  
Melmark, Inc  
Partnership for Philanthropic Planning of Greater Philadelphia  
Phoenixville Community Health Foundation  
St. Peter's School  
The Center for Autism  
The Clinic

# Communications & External Affairs

## FundLine & Annual Report Committee

The FundLine & annual report committee produced four e-newsletters this year. These publications keep our members and friends up-to-date on chapter activity, upcoming events, and professional opportunities. The committee worked diligently to develop engaging and informative publications that included member profile articles. These features continue to introduce our readers to the diverse membership. In addition, FundLine includes an "article of interest" to provide timely information for our readers, as well as to spur a conversation among members about topics of interest relative to fundraising trends and professional development.

The FundLine & annual report committee is always looking for new volunteers to serve as our publications' editors and create new ideas to keep our e-newsletter fresh and current to meet the needs of our membership. If you are interested, please contact the AFP-GPC office at (215) 473-2261 or [chapter@afpgpc.org](mailto:chapter@afpgpc.org).

AFP-GPC also invites members and non-profit organizations to send details to the FundLine & annual report committee about free resources available to the non-profit community to enhance advancement operations and strengthen development activities.



## Fundraising Executive of the Year: Larry Dubinski By Gina Focareta Evans and Elizabeth Palmer



After nearly 20 years as a fundraiser, Larry Dubinski, Senior Vice President of External Affairs and General Counsel for The Franklin Institute, has gleaned a few secrets to success. First, Larry knows that fundraising is all about strong relationships. Second, he recognizes the

importance of having fun while fundraising! It is this strong positive spirit, paired with years of fundraising experience, that make Larry one of the Philadelphia region's leading development professionals and the AFP-GPC's Fundraising Executive of the Year at the 2009 National Philanthropy Day.

Serving in a key role for one of the nation's leading science centers, Larry oversees a sophisticated and diverse fundraising program and manages government relations. Additionally, as General Counsel, Larry directs the Institute's legal affairs and plays an instrumental role in forging the collaborations that bring blockbuster exhibits like King Tut and most recently the once-in-a-lifetime exhibit, Galileo, the Medici and the Age of Astronomy, to Philadelphia.

Early indications of Larry's knack for leadership became clear during his college days at the University of Texas at Austin. While serving as President for UT's Interfraternity Council, Larry put his innate management abilities into practice. In this role, Larry directed fraternity fundraisers across campus, developed the foundation for his relationship building acumen, and confirmed his lifelong devotion to the Texas Longhorns!

After college, Larry went on to build on this experience and began his career in development in 1991 with the United Way of the Texas Gulf Coast. His talent for fundraising was evident early on and earned him multiple promotions. He was soon one of the organization's Fund Development Managers, responsible for raising \$60 million annually. In 1996, the native Texan moved to Philadelphia, his wife's hometown, where he joined the United Way of Southeastern Pennsylvania.

In 1997, Larry began his first of two tenures with The Franklin Institute. He initially served as Director of Corporate & Government Relations and was later promoted to Director of Development. At the time, the Institute's fundraising efforts had reached

a plateau and Larry was charged with rebuilding the development program's infrastructure. Larry's commitment to cultivation, his belief that one can never show enough appreciation to donors, and his dedication to engaging a first-rate staff quickly reinvigorated the Institute's efforts. After successfully bolstering annual contributions, Larry played a vital role in launching a capital campaign, which raised more than \$62 million — \$12 million more than the original goal — through which the majority of the Institute's public spaces were revitalized.

During this same time, Larry sought to earn his JD at Temple University. Upon completing his degree, Larry embarked on a new course, joining the law firm of Morgan, Lewis & Bockius, LLP. In 2004, after four years with the firm, Larry returned to The Franklin Institute, bringing vital legal expertise to the position of Vice President for External Affairs and General Counsel. In 2008, Larry was promoted to his current position as Senior Vice President.

The terrific spirit that Larry brings to his job has an undeniable influence on everyone with whom he works. Staff look to him as a valued and supportive mentor, senior volunteers consider him a trusted advisor, and donors regard him as an ever-appreciative and enthusiastic ambassador for The Franklin Institute.

A devoted husband and father, Larry and his wife Vicki have two fantastic daughters, age 9 and 6, who help keep Larry on his toes on a daily basis. Unfailingly gracious, Larry is quick to mention that he could not have achieved these goals alone. Larry states: "I have been fortunate to work with some of the most talented staff and generous volunteers over the years. And I cannot begin to thank my family for their support. They are the true testament to any success that I have had."

Throughout his career, Larry has shared his talents with numerous worthy organizations as an active and generous volunteer. Larry is Vice President of the Board of Trustees and Development Committee Chair for Congregation Rodeph Shalom and a Director at Large of the Temple University Alumni Association Board of Directors. In addition, the Association of Science and Technology Centers has recognized Larry's leadership in the museum field by appointing him as Chair of their Development Committee. In that role, he leads other development professionals in their efforts to raise funds for the association, shares best practices, and provides training opportunities for development staff at member organizations.





# Diversity & Outreach

The main focus for the diversity & outreach committee in 2009 was planning and coordinating the first Color of Money Conference. Held on June 24, 2009 at Temple University, the conference was the result of collaboration among AFP-GPC, AFP International, the AFP Foundation for Philanthropy, and the National Center for Black Philanthropy. This day-long event drew 140 attendees from all over the country.

The content offered favorites from the Essentials of Fundraising Program as well as faith-based fundraising and internet fundraising. A career panel discussion at lunch, moderated by Patricia Coulter, CEO of the Urban League of Philadelphia, gave attendees the opportunity to interact with colleagues representing a variety of experiences and aspects of the non-profit sector. Ron Archer, a world-renowned motivational speaker, delivered the closing keynote. The day ended with a networking reception that provided the occasion for attendees to enhance their professional contacts.

The reception also heralded the launch of an online group on the LinkedIn network to allow all attendees to continue the process of best-practice sharing beyond the conference and to exchange fundraising ideas on an ongoing basis. The web presence had an incredible response and continues to be an active part of post-event interaction.

Additional post-event interaction was provided at a networking happy hour in September 2009 that 34 fundraisers attended.

The Color of Money conference garnered much attention in the local media. The event was covered by four publications (including one in Spanish), three radio shows, and one TV show. Widespread awareness was generated through the marketing partners listed on this page.

This conference would not have been possible without the dedicated work of a very unique committee comprised of AFP members and non-members, fundraisers at varying stages in their career who came together with a common purpose and a determination to make the vision a reality.

## 2009 Color of Money Conference Sponsors

### Presenting Sponsor

The Philadelphia Foundation

### Conference Sponsors

Association of Fundraising Professionals  
AFP - Greater Philadelphia Chapter  
HBE Foundation  
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### Marketing Partners

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The Foundation Center  
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Greater Philadelphia Cultural Alliance  
Haitian Professionals of Philadelphia  
Hispanics in Philanthropy  
The Literary Media and Consulting Group  
National Alliance of Market Developers  
Urban Momentum Network  
Women's Yellow Pages





# Education & Professional Development

## Program Committee

In 2009, members of the chapter's program committee worked enthusiastically to coordinate a robust series of educational sessions designed to meet the needs of AFP-GPC members and friends. Half-day workshop sessions were held on the following topics:

- Capital campaigns
- Accounting
- e-Philanthropy
- Effective communications
- Public funding
- Prospect research
- Special events

Shorter program offerings in the form of web conferences, breakfast meetings, or brown bag lunches were held on "What Fundraisers Should Know About Financial Markets," "Evaluating Your Development Program," and "Tips to Motivate Your Board to Create a Successful Fundraising Culture." Over 500 (through October 2009) fundraising professionals attended these educational offerings to learn "best practices" from their colleagues in the region.

The committee also coordinated ten networking breakfasts throughout the region during the year with 122 (through November 2009) attendees. These networking sessions were geared toward either specific affinity groups or regional groups and were designed so attendees could network with colleagues from their respective interest areas.

The program committee continues to be sensitive to the desire that chapter members in suburban locations have for more program offerings outside Center City, as well as the desire expressed by several chapter members for more short-program educational options. In 2010, we plan to expand our offerings in these areas in order to meet these needs.

The committee already has an exciting array of educational programs planned for 2010. Please visit our website at [www.afpgpc.org](http://www.afpgpc.org) to learn more about upcoming programs.

The program committee meets monthly to plan upcoming educational sessions and networking breakfasts. If you would like more information about joining the program committee, please contact Carol Revak at (484) 467-0995 or [carol@revakconsulting.com](mailto:carol@revakconsulting.com). New members are always welcome.

## Educating New Fundraisers

Continuing our commitment to educating new fundraisers, we offered the Fundamentals of Fundraising Course offered at Villanova University and the Essentials of Fundraising Program. The five Essentials of Fundraising sessions drew 96 attendees. Forty-three people attended the spring 2009 term of Fundamentals of Fundraising and 53 the fall 2009 term.

## Senior Development Forum

Are you a "senior" development professional? You don't have to be 65+. By senior, we mean someone with ten or more years experience as a professional fundraiser.

Thank you to all who responded to our spring 2009 survey. Planning has already begun for 2010, but it's not too late to join the committee.

If you are interested in helping plan and coordinate networking, educational, and other opportunities for your peers, contact senior development forum chair, Matt Hugg, at (610) 639-3562 or [matt@hugg.net](mailto:matt@hugg.net).

## CFRE Preparation

Back by popular demand was "Demystifying the CFRE Certification Process." Twenty-seven fundraisers interested in becoming Certified Fundraising Executives learned more about the process at this informal breakfast.

Ten fundraisers attended the "CFRE Review Course" offered in August. This intensive two-day course reviews the domains covered in the CFRE exam. Fundraisers traveled from as far away as Arkansas and Maryland to attend this program.



## Franklin Forum

Since 1983, dedicated volunteers from AFP-GPC have carried on what has become a Delaware Valley tradition and our region's preeminent fundraising conference. This past spring, nearly 350 fundraising professionals from the Delaware Valley gathered at the Philadelphia Marriott Hotel for the 2009 Franklin Forum.

The 2009 edition of the forum sought to revise its existing format to best address the needs of fundraising professionals in the context of the global financial crisis and a significant national downturn in charitable giving. The interactive morning "forum" sessions proved to be exceptional opportunities for conversation of best practices. The speaker lineup featured a variety and depth of presenters that appealed to organizations of various shapes, sizes, and missions. In addition, the Franklin Forum's plenary session brought together a panel of philanthropists, researchers, and practitioners into a lively discussion on the future of fundraising.

The AFP-GPC's 2010 Franklin Forum is scheduled for April 21, 2010. The event will once again be held at the Philadelphia Marriott Hotel. The program committee is hard at work on developing an exceptional speaker lineup.

Register online today for the 2010 Franklin Forum at [www.afpgpc.org](http://www.afpgpc.org).

## 2009 Sponsors

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## Mentoring Opportunities

Calling all mentors...Many of us have had the enriching opportunity to work with supervisors, board members, or colleagues who have become mentors. The rest of us wish we had found a mentor along the way to support us in both the exciting and challenging times of our careers. AFP-GPC is proud to offer a mentoring program, which runs from November through May of each year.

If you are a fundraising executive with five or more years of experience, you have accumulated a wealth of professional experience. As a mentor, you can make an unforgettable difference in the professional life of one of your colleagues.

If you are newer to the profession and have an identified skill or area of knowledge you would like to improve by working with a mentor, please consider applying as a mentoree.

In the 2008-2009 program, nine successful pairings were made. Pairs worked on such diverse projects as kicking off a planned giving program and devising corporate sponsorship packages for a gala. Thank you to all participants listed below, mentors and mentorees, respectively.

**Donna Cleary** - Philadelphia College of Osteopathic Medicine & **Kimberly Hamm** - The National Kidney Foundation

**Stephanie Cory, CFRE, CAP** - The Arc of Chester County & **Alisha C. Glennon** - Foundation for Individual Rights in Education

**Joseph S. Cuozzo** - Pickering Manor & **Dia R. Adams** - Crozer-Chester Foundation

**Patrick J. Feeley, CFRE** - Children's Hospital of Philadelphia & **Jody LaVerdure** - National Comprehensive Cancer Network

**Theresa Haenn, MBA, CFRE** - Alzheimer's Association & **Sharon Pastore, MGA** - MicroSociety, Inc.

**Allen Reese** - PathWays PA & **Sharon Tracy** - Franciscan Ministries Foundation

**Stan H. Retif, CFRE** - Woods Services Foundation & **Monica O. Montgomery** - Urban Momentum Network

**Robin L. Todd, CFRE** - Samaritan Hospice & **Lisa Andrews** - Children's Scholarship Fund Philadelphia

**Jim Wellen** - JWA Consulting & **Chelsea L. Koziara** - The Parent-Infant Center



# Membership

## Membership Committee

Consider joining this committee! We are looking for enthusiastic members to join us for bi-monthly meetings and help to make a few phone calls to welcome new members to AFP from your office or home, plan membership events such as networking happy hours, and more. It is an easy way to get involved and meet your fellow members. If you are interested, contact the chapter office at [chapter@afpgpc.org](mailto:chapter@afpgpc.org) or (215) 473-2261.

## 2009 Scholarship Awards

AFP offers scholarships throughout the year for those who need financial assistance to attend AFP seminars, courses, or workshops. These partial scholarships are a great way to leverage your organization's limited resources and are generally available for events with a registration fee greater than \$100.

Listed below are the scholarships awarded in 2009:

### Chamberlain Scholarship for 2009 AFP International Conference

Sara Manning – White-Williams Scholars

### 2009 Franklin Forum Scholarships

Lisa Andrews – Children's Scholarship Fund Philadelphia  
Jennifer Deane – Hunting Park Christian Academy  
Martha Heuser – Presbyterian Children's Village  
Carol Hopping – The Jewish Publication Society  
Kathrin Ivanovic – Nationalities Services Center  
Mirian Wagner Long – Vizion Group  
Marianne Lynch – Habitat for Humanity of Montgomery County  
Lauren Mallik – The Parkinson Council  
Angela McCole – Community Partnership School  
Frank Orodeckis – Linda Creed Breast Cancer Foundation  
Karen Rueda – Gesu School  
Mark Seaman – Philadelphia FIGHT  
Amy Smith – The Pathway School  
Michelle Sonsino – WOMEN'S WAY  
Dolly Trainer Brown – Cranaleith Spiritual Center

### Spring 2009 Term Fundamentals of Fundraising Scholarships

Elizabeth Arroyave-Pitts – Amigos de Jesus  
Jessica Brookstein – Federation Early Learning Services  
Allison McCartin – Epilepsy Foundation Eastern PA  
Tim McLean – North Light Community Center  
Ann Pagano – Radnor Memorial Library

### Fall 2009 Term Fundamentals of Fundraising Scholarships

Dawn Ang – Prevention Point Philadelphia  
Lauren Ann Kobylarz – Community Legal Services of Philadelphia, Inc.  
Barbara Loeslein – Operation Warm  
Katie Rictor – Delaware Valley Association for the Education of Young Children  
Nina Taudt – ChesPenn Health Services

### Summer 2009 Essentials of Fundraising Scholarships

Anne Becker – St. Margaret School  
Valerie Buickerood – Alice Paul Institute  
Emily Kronenberger – ABCD  
Sharon Richman – AJC  
Katharine Woodward – Glaucoma Service Foundation  
Nina Taudt – ChesPenn Health Services





## 2009 AFP-GPC Committee Volunteers

### Color of Money Conference Planning Committee

Lisa Andrews - Children's Scholarship Fund of Philadelphia  
 Cheryl Barber - BCS YES!  
 Chawnda Blake - Kid Smiles  
 Emilio Buitrago - Casa de Venezuela  
 Porsha Colter-Marshall - TAIG Foundation  
 Patrick Feeley, CFRE - Children's Hospital of Philadelphia  
 Heather Gee, CFRE, CAP - The Philadelphia Foundation  
 Michelle Gollapalli, MBA, CFRE - Alzheimer's Association  
 Gloria Hibbett - Free Library of Philadelphia Foundation  
 Lyvette Jones - Community College of Philadelphia  
 Monica O. Montgomery - Urban Momentum Network  
 Leslie Pearson - AchieveAbility  
 Dovie Prather - Boys & Girls Club of America  
 Melissa Shapiro - Taller Puertorriqueno, Inc.  
 Patrice Smith - National Constitution Center  
 Paula Staton, MBA - Boys & Girls Clubs - Camden County, NJ  
 Denise Stroud - Summer Search  
 Corrine Sylvia, CFRE - Corrine Sylvia & Associates  
 Lise Twiford, MBA, CFRE - Lehigh Valley Hospital  
 Lindsay Waltower - Westminster Theological Seminary  
 Kortnay Woods, MS, CFRE - Montgomery County Community College Foundation  
 Victoria Woodson-LaFair - Jubilee School

### Essentials of Fundraising Program Committee

Stephanie Cory, CFRE, CAP - The Arc of Chester County  
 Sherri Wilcauskas, MA, CFRE - Philadelphia University

### Finance Committee

Kevin A. Peter, CFRE, CAP - Community Legal Services of Philadelphia, Inc.  
 Patrick Feeley, CFRE - Children's Hospital of Philadelphia

### Franklin Forum 2009 Executive Committee

Richard F. Bohrer, CFRE - Non-Profit Development & Management Services  
 Pamela Costanzi - The Hickman  
 Theresa Haenn, MBA, CFRE - Alzheimer's Association Delaware Valley Chapter  
 Eileen Kelliher, CFRE - School District of Bristol Township  
 Gloria M. Pugliese, CFRE - La Salle University  
 Gregory Schmidt - University of Pennsylvania Law School

### Franklin Forum 2009 Program Committee

Mark Dubowe, MBA, MS - The Corolla Group, LLC  
 Jennifer Guerrero - Children's Hospital of Philadelphia  
 Jaime L. Howard - Temple University  
 Mary Lizzul - MCL Consulting  
 Sharon Pastore, MGA - MicroSociety, Inc.  
 Anthony Pisapia - NPower PA  
 Christina L. Richter - Dunleavy & Associates

### FundLine & Annual Report Committee

Lisa Andrews - Children's Scholarship Fund Philadelphia  
 Susan W. Arnold - Lutheran Social Ministries of New Jersey  
 Lisa Baehre Connor - Chester County Fund for Women & Girls  
 Stephanie Cory, CFRE, CAP - The Arc of Chester County  
 Jaime L. Howard - Temple University  
 Rachel M. Lippoff - Goodwill Industries of Southern New Jersey & Philadelphia  
 Christina L. Richter - Dunleavy & Associates

### Membership Committee

Zipporah Daniels-Brown, MPA - Presby's Inspired Life  
 Karen Chizeck, CFRE - KCI  
 Theresa Haenn, MBA, CFRE - Alzheimer's Association Delaware Valley Chapter  
 Dana Heiman, CFRE - Brandywine Health Foundation  
 Matthew A. Hugg - FundRaising Talent  
 Jody LaVerdure - National Comprehensive Cancer Network  
 Ed LeClair - Harvest USA  
 Donald Price - Chester County Community Dental Center  
 Gloria M. Pugliese, CFRE - La Salle University  
 David Snyder - American Israel Public Affairs Committee

### 2008-2009 Mentoring Program Steering Committee

Mark Hatoff - United Way of Burlington County  
 Fran Orodeckis - Linda Creed Breast Cancer Foundation  
 T. Christian Rollins, CFRE - Southern Ocean County Hospital Foundation  
 Richard W. Quinn - Chamber Orchestra of Philadelphia  
 Robin L. Todd, CFRE - Samaritan Hospice

### National Philanthropy Day - Steering Committee

Susan W. Arnold - Lutheran Social Ministries of New Jersey  
 Melissa Harris Brown - Madlyn and Leonard Abramson Center for Jewish Life  
 Christine Dawson - Temple University School of Medicine  
 Michelle Gollapalli, MBA, CFRE - Alzheimer's Association  
 Louisa Hanshew - Pennsylvania Academy of Fine Arts  
 Jaime L. Howard - Temple University





Rachel M. Lippoff - Goodwill Industries of Southern New Jersey and Philadelphia  
 Miriam Long - The NephCure Foundation  
 Susan Mostek - The Phoenixville Community Library  
 Gloria M. Pugliese, CFRE - La Salle University  
 Debbie Shupp - The Clinic  
 Richard Tolsma - Rich Tolsma Productions  
 Robert Wombwell, CFRE, CLU, CAP - St. Hubert Catholic High School for Girls

**National Philanthropy Day – Awards Committee**

Susan W. Arnold - Lutheran Social Ministries of New Jersey  
 Rev. David Cooling, CFRE  
 Jennifer Gardener - The Salvation Army of Greater Philadelphia  
 Theresa Haenn, MBA, CFRE - Alzheimer’s Association Delaware Valley Chapter  
 Jaime L. Howard - Temple University  
 Ken Kirby - Main Line Health System  
 Bruce Melgarey - Lenfest Foundation  
 Gloria M. Pugliese, CFRE - La Salle University  
 Jerry Rohrbach, ChFC, CFRE - The Salvation Army  
 Ann Satterthwaite - University of the Sciences in Philadelphia  
 Jo-Ann Zoll - Zoll, LLC

**Program Committee**

Lisa Andrews - Children’s Scholarship Fund of Philadelphia  
 Josie Burri - The Wistar Institute  
 Lisa Baehre Connor - Chester County Fund for Women & Girls  
 Stephanie Cory, CFRE, CAP - The Arc of Chester County  
 Christine Dawson - Temple University School of Medicine  
 Rhonda DiMascio - Alice Paul Institute  
 Regina Donovan - Seamen’s Church Institute  
 Jaime L. Howard - Temple University  
 Megan Lepore - Samaritan Hospice  
 Carol “Kelly” Leyman - Devereux New Jersey  
 Carol Dickol Revak, CFRE - Revak Consulting, LLC

**Scholarship Committee**

Richard F. Bohrer, CFRE - Non-Profit Development & Management Services  
 Jim Carson, MPA - Deborah Hospital Foundation  
 Nancy Green - Bethesda Project  
 Ellen Grill - Riddle Healthcare Foundation  
 Theresa Haenn, MBA, CFRE - Alzheimer’s Association Delaware Valley Chapter  
 Dana Heiman, CFRE - Brandywine Health Foundation  
 Tricia Mackay - Greater Philadelphia Cares  
 Debbie Shupp - The Clinic

**How Can YOU Get Engaged?**

AFP-GPC offers abundant volunteer opportunities with our committees, which include:

- Diversity & Outreach Committee
- Electronic Media Committee
- Essentials of Fundraising Program Committee
- Finance Committee
- Franklin Forum Program Committee
- FundLine & Annual Report Committee
- Membership Committee
- Mentoring Program Steering Committee
- National Philanthropy Day Program Committee
- National Philanthropy Day Awards Committee
- Program Committee
- Scholarship Committee

In addition, the Greater Philadelphia Chapter operates a mentor program to connect our seasoned members with those who are new to the profession and have a significant interest in and commitment to increasing diversity within the fundraising profession.

You can also get involved in AFP-GPC through the new Speakers Bureau to serve as a program or event speaker for the multiple social and professional networking events offered monthly throughout the Greater Philadelphia region.

To learn more about our volunteer opportunities and discuss the various ways that you can get more involved, please contact the AFP-GPC office at (215) 473-2261 or [chapter@afpgpc.org](mailto:chapter@afpgpc.org).





# AFP-GPC 2009 Leadership

## Board of Directors

**President** - Gloria M. Pugliese, CFRE  
La Salle University

**Board Chair** - Theresa Haenn, MBA, CFRE  
Alzheimer's Association Delaware Valley Chapter

**Vice President Education & Professional Development** - Stephanie Cory, CFRE, CAP  
The Arc of Chester County

**Vice President Membership Services** -  
Dana Heiman, CFRE  
Brandywine Health Foundation

**Vice President Communications & External Affairs**  
- Jaime L. Howard  
Temple University

**Vice President Finance** - Kevin A. Peter, CFRE, CAP  
Community Legal Services of Philadelphia, Inc.

**Secretary** - Doven Brezner Collins  
University of the Sciences in Philadelphia

**Treasurer** - Patrick Feeley, CFRE  
The Children's Hospital of Philadelphia

Susan Arnold  
Lutheran Social Ministries of New Jersey

Richard F. Bohrer, CFRE  
Non-Profit Development & Management Services

Pamela Costanzi  
The Hickman

## Committee Chairpersons

**Patrick Feeley** - Chapter Services & Compliance

**Michelle Gollapalli & Heather Gee** - Diversity & Outreach

**Sherri Wilcauskas** - Essentials of Fundraising Program

**Theresa Haenn** - Every Member Campaign

**Kevin A. Peter** - Finance

**Richard F. Bohrer** - 2009 Franklin Forum

**Lise D. Twiford** - Fundamentals of Fundraising

**Jaime L. Howard** - FundLine & Annual Report

Mark Dubowe, MBA, MS  
The Corolla Group, LLC

Robert Fogal, PhD, ACFRE, CAP  
United Church of Christ

Matthew A. Hugg  
FundRaising Talent

Rachel M. Lippoff  
Goodwill Industries of Southern NJ and Philadelphia

Monica O. Montgomery  
Urban Momentum Network

Carol Dickol Revak, CFRE  
Revak Consulting, LLC

Gregory F. Schmidt  
University of Pennsylvania Law School

Jan Shaeffer  
St. Christopher's Foundation for Children

Krystine Sipple, CFRE  
The Clinic

Richard Tolsma  
Rich Tolsma Productions

Sherri L. Wilcauskas, MA, CFRE  
Philadelphia University

Jo-Ann Zoll  
Zoll, LLC

**Jody LaVerdure** - Membership

**Krystine Sipple** - Membership Directory

**Mark Hatoff & Robin L. Todd** - Mentoring

**Susan Arnold & Susan Mostek** - National Philanthropy Day

**Susan Arnold & Jerry Rohrbach** - NPD Awards

**Carol Dickol Revak** - Program

**Dana Heiman & Nancy Green** - Scholarship

**Doven Brezner Collins** - Volunteer Coordinator



## AFP-GPC MISSION STATEMENT

The mission of AFP-GPC is to enhance the philanthropic effectiveness of the Greater Philadelphia community through the promotion of ethical practices, professional development, education, communication, leadership, and service.

## AFP-GPC VALUES STATEMENT

**Value #1** - The people we serve, our members, other non-profit professionals, and fundraising volunteers are the heart of our organization.

**Value #2** - Through our leadership, AFP-GPC members set the example of donor-centered fundraising practices within the non-profit community.

**Value #3** - AFP-GPC volunteers are our greatest resource and fundamental to the successful advancement of our mission.

**Value #4** - In response to our mission of education, we offer a diverse array of professional development and educational opportunities.

**Value #5** - In response to our mission of education, we seek opportunities for integration and collaboration within the philanthropic and wider communities.

**Value #6** - In response to our mission of advocacy and ethical practice, we seek opportunities for promotion and education within the philanthropic and wider communities.

**Value #7** - Our financial strength enables us to provide for the diverse needs of individuals and organizations within our region and empowers creativity and outreach.



**Serving Fundraising Professionals since 1968**

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