



AFP Annual Report

Association of
Fundraising Professionals

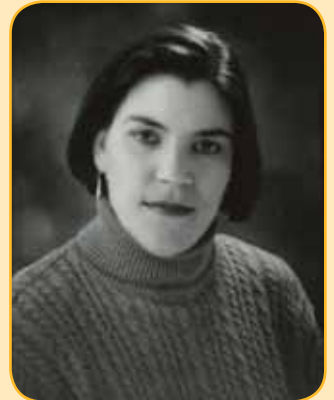
Greater Philadelphia Chapter

2010



50

AFP
Association of
Fundraising Professionals
1960-2010



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

By most accounts, 2010 has been a challenging year in which many of us faced adversity or even crises. Yet, it is in times of challenge that people instinctively come together as a community to help each other through adversity. This past winter, my neighbors and I worked together with snow blowers and shovels to dig each other out from one of the worst winters in recent memory. More recently, companies and agencies from countries around the world came together to save the 33 men trapped in a mine in Chile.

Fundraisers are used to facing challenges. We know how to run programs on a shoestring, move mountains to meet deadlines, and step up to make sure the major event goes off without a hitch. During the past year, AFP-GPC has met the challenge of providing quality services and programs to its members. Through the hard work and dedication of its volunteers, AFP-GPC has continued to provide quality educational programming and networking opportunities for members as well as the greater fundraising community.

This year, volunteers have worked to provide programming for advanced professionals, developed webinars on how to make the most of your membership, and undergone training in order to present seminars and programming to their peers. Experienced members have volunteered their time and shared their expertise by serving as mentors to those new to the profession. The hard work of volunteers has brought recognition to the chapter with its ninth consecutive Ten Star Award and the achievement of the Friends of Diversity Designation.

Volunteers work in coordination with our association management staff to find meeting venues at little or

no cost, engage speakers who are willing to donate their time and expertise, and work with vendors who provide in-kind or discounted services to the chapter. In this way, AFP-GPC is able to provide more scholarships and present more seminars and meetings than many other chapters in the association. By sharing their time, expertise, and resources, volunteers enable the chapter to maximize the value of the services it provides to its members.

Volunteers are already hard at work to provide the same level of benefits and opportunities for members in 2011. Look for information on a newly reworked Franklin Forum, more programming for advanced professionals, and ongoing opportunities for networking with peers. If you're not already actively involved with the chapter, I hope this report will inspire you to contact the chapter office to find out how you can help the chapter and how the chapter can help you.

I want to thank the many committee volunteers and board members who work tirelessly to make the Greater Philadelphia Chapter one of the most vibrant and dynamic chapters in the Association of Fundraising Professionals. It has been an honor and a privilege to serve as your president for the past two years. I look forward to serving the chapter in a new capacity next year and working with you as we face the challenges and opportunities that lie ahead.

Gloria M. Pugliese, CFRE
President, Greater Philadelphia Chapter

Table of Contents

President's Message	2
Upcoming Events	3
Commitment to Membership	3
AFP-GPC Finances	4
Every Member Campaign	5
National Philanthropy Day	6-7
Communications & External Affairs	7
Membership	8
AFP-GPC Scholarships	8
Diversity & Outreach	9
Mentoring Program	9
Education & Professional Development	10-11
Franklin Forum	11
Fundraising Executive of the Year	12
AFP-GPC Volunteers	13-14
Board Members & Committee Chairs	15
Mission & Values Statement	16

Upcoming Events

28th AFP International Conference on Fundraising

March 20-22, 2011

McCormick Place Convention Center
Chicago, IL

29th Franklin Forum

April 8, 2011

ACE Conference Center
Lafayette Hill, PA

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 650 members.

AFP-GPC members represent a diverse group of 450 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)
- 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:

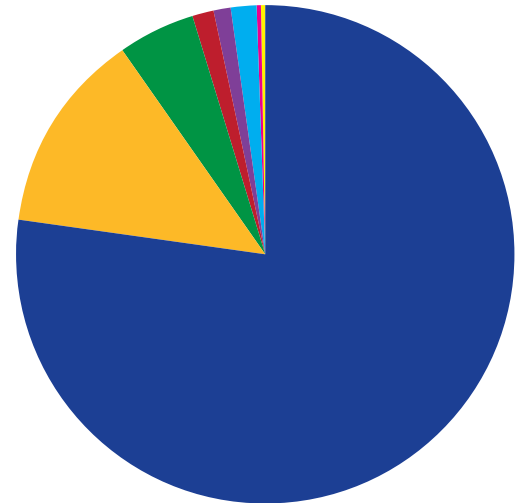
- Quality educational programs, impacting more than 550 members and non-members in 2010
- Professional networking opportunities for over 280 participants
- Scholarships to help defray program costs for members and non-members
- Two annual programs - Franklin Forum and National Philanthropy Day - that attracted nearly 300 and more than 600 attendees, respectively, in 2010

Finances

Overall, the Association of Fundraising Professionals - Greater Philadelphia Chapter posted a sound profit and loss statement for the fiscal year ending December 31, 2009. As demonstrated below, the chapter benefits from diverse revenue streams such as registration fees and sponsorships to supplement dues. We are able to minimize expenses by relying on volunteer speakers.

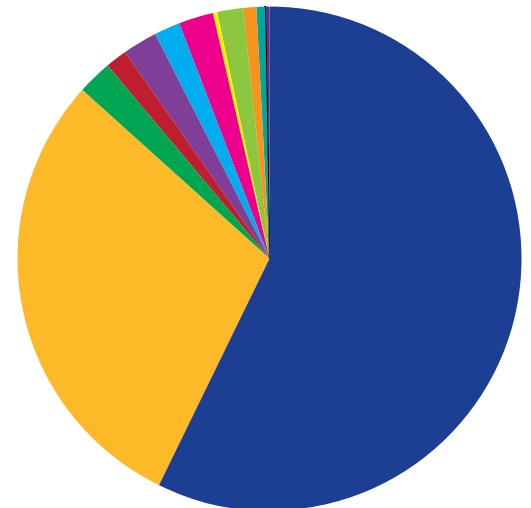
Income

Programs & Scholarships*	\$275,244
Membership Dues	\$ 46,938
Job Postings	\$ 17,210
AFP International	\$ 3,025
Essentials of Fundraising Program	\$ 4,176
FundLine & Directory Advertising	\$ 5,600
Annual Meeting	\$ 1,650
Chapter List Rental	\$ 250
	<u>\$356,018</u>



Expenses

Programs & Scholarships*	\$191,124
Office, Board, & Administrative	\$ 97,376
Essentials of Fundraising Program	\$ 7,249
Membership Directory	\$ 5,436
Membership Recruitment/Services	\$ 6,760
Legal & Accounting Fees	\$ 5,317
Chapter Contributions	\$ 8,000
Fund Management	\$ 1,331
Annual Meeting	\$ 5,458
AFP International Leadership Council	\$ 2,166
FundLine/Website	\$ 2,000
Mentoring	\$ 599
Job Postings	\$ 60
	<u>\$ 332,678</u>



Net Income \$ 23,340

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

Every Member Campaign

Thank you to the following AFP-GPC members who made gifts to the AFP Foundation for Philanthropy's "Every Member Campaign." Your gift to the AFP Foundation for Philanthropy supports education and scholarships across the country. Each year AFP-GPC reaches its campaign goal, a percentage of the gifts are returned to us. Please visit www.afpnet.org/Foundation to find out how you can be part of the EMC.

2009 EMC Donors

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Jerry Rohrbach, CFRE
Michael J. Rosen, CFRE
Theresa Sargent-Merkel
Ann Satterthwaite
Susan L. B. Scauzzo
Gregory F. Schmidt
Jan Shaeffer
Emily A. Shaker
Frances M. Sheehan, CFRE
Felice Simelaro
Molly Sipp
Krystine Sipple, CFRE*
Tom Smith
David Snyder
Noel M. Stanek
Marialice Stanzeski, CFRE
RJ Tallarida, Jr.
Robin L. Todd, CFRE*
Richard Tolsma
Josephine Tramontano
Lise D. Twiford, MBA, CFRE*
Cheryl Wade
Daria J. Walsh
Marisa Wigglesworth, CFRE
Patrick Willenborg, CFRE
Mary Agnes Williams
Robert D. Wombwell, CFRE
Mary Anne Yeager
Jo-Ann Zoll

2010 EMC Donors Through 10/31/10

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Kathleen Welsh Beveridge
Christopher I. Blackwall
Seth M. Bloom
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Lea S. Bramnick
Jessica Leigh Brookstein, MBA
Anthony J. Brown
Martha M. Buccino
Erica Bucey
Diane Calder
Debbie Callahan
Marcia Carle, CFRE
Dan Cellucci
Mark J. Chilutti, CFRE
Herta E. Clements, NHA
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Nancy Adams Drye, CFRE
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Catherine H. Farrell
Martin F. Farrell
Patrick Feeley, CFRE*
Sister Elizabeth Ferguson, SSJ
Dan Fitzgerald
Robert E. Fogal, PhD, ACFRE, CAP*
Tamara Fox
Madeline Franze, CFRE
Samuel W. Friedman, CFRE
Beth W. Galinsky
Margaret O. Garrett
Maren Gaughan
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Gloria Hibbett
Jaime L. Howard*
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Valerie M. Jones, CFRE
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Peter A. Kaprielyan
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Jill Kyle, CFRE
Marie Lachat
Jody LaVerdure
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Sandra R. Lovascio
Robert W. Lyon
John P. Majane, CFRE
Sara M. Manning
Steven May
Joyce F. Michelfelder, CAP
Joel Thomas Moffatt
Nancy Montvydas, CFRE
Camie Morrison
Diane E. Nawn
Ellen M. O'Brien
Francine I. Orodeckis
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Kevin A. Peter, CAP, CFRE*
Gloria M. Pugliese, CFRE*
Karin D. Purcell
Carol Dickol Revak, CFRE
Katie Rictor
Brenda Riehl
Felicia Gordon Riehman
Scott P. Righter
Christine Emily Rodriguez
Jerry Rohrbach, CFRE
Melissa Clough Samango
Theresa Sargent-Merkel
Ann Satterthwaite
Susan L. B. Scauzzo
Gregory F. Schmidt
Emily A. Shaker
Katherine Shinholster, CFRE
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Marialice Stanzeski, CFRE
Charles Sterne
Clare M. Strenger
RJ Tallarida, Jr.
Robin L. Todd, CFRE*
Lise D. Twiford, MBA, CFRE*
Nancy Venner
Michele VonDeak, MBA
Cheryl Wade
Marisa Wigglesworth, CFRE
Linda Yepoyan

*Alpha Society Member



National Philanthropy Day 2010

The Greater Philadelphia Chapter's awards luncheon for National Philanthropy Day was celebrated on November 18, 2010 at the Philadelphia Loews Hotel with over 600 people in attendance. National Philanthropy Day is celebrated by over 100 chapters in the United States and Mexico. National Philanthropy Day provides local non-profit organizations an opportunity to recognize the contribution that philanthropy and philanthropists make to the Delaware Valley region.

2010 Award Recipients

Frank Giordano - Fundraising Volunteer of the Year
Nominated by The Foundations of The Union League of Philadelphia

Lisa & Gie Liem - Individual Philanthropists of the Year
Nominated by Please Touch Museum

Pepper Hamilton LLP - Outstanding Corporation of the Year
Nominated by Community Legal Services, Inc.

Hamilton Family Foundation - Outstanding Foundation of the Year
Nominated by The Franklin Institute

Ann Satterthwaite - Fundraising Executive of the Year
Nominated by Pamela A. Costanzi

Red Cross Clubs - Youth in Philanthropy Award
Nominated by American Red Cross Southeastern Pennsylvania Chapter

Stacy Wanerman - Youth in Philanthropy Award
Nominated by Eastern State Penitentiary Historical Site

Diane & Dallas Krapf - Lifetime Achievement Award
Nominated by The Second Mile, Southeastern Region

Beth Dahle & Mary Broach (Impact100) - New Generation Philanthropists of the Year
Nominated by Philadelphia Committee to END Homelessness

Warren Kantor - President's Award
Nominated by Benefits Data Trust

Shirley Dennis - Legacy Award for Planned Giving Philanthropist
Presented by the Partnership for Philanthropic Giving of Greater Philadelphia
Nominated by The Philadelphia Foundation

Please consider nominating a philanthropist from the region or one of your fundraising peers for the 2011 awards. If you haven't received the 2011 National Philanthropy Day ballot, please visit the AFP-GPC website at www.afpgpc.org. For general information about National Philanthropy Day, contact Susan Mostek (610) 933-3013 ext. 31 or smostek@ccls.org or Debbie Shupp (610) 935-1134 ext. 24 or dshupp@theclinicpa.org.



National Philanthropy Day 2010 Sponsors

Presenting Sponsor

The Foundations of The Union League of Philadelphia

VIP Reception Sponsor

Pepper Hamilton LLP

Gold Sponsor

The Lenfest Group

Silver Sponsors

Abington Health
Cabrini College

The Children's Hospital of Philadelphia Foundation
National Constitution Center
Temple University

Distinguished Honorees

Ingelborg Blob

honored by The Clinic

Deborah Carpenter Brittain

honored by Ivy Cultural and Educational Foundation

Margaret Hamilton Duprey

honored by Cabrini College

Sandi Goldstein

honored by Madlyn & Leonard Abramson
Center for Jewish Life

John & Lydia Torres-Krzeminski

honored by La Salle University

Murray S. Levin

honored by Pepper Hamilton LLP

The Nathan Speare Foundation

honored by Crozer-Chester and
Delco Memorial Foundations

Delbert S. Payne

honored by University of the Sciences

Michael J. Selverian

honored by The Haverford School

The Stratton/Mack Families

honored by The Hickman

Communications & External Affairs

FundLine & Annual Report Committee

The FundLine & annual report committee produced three eNewsletters this year. These publications keep our members and friends up-to-date on chapter activities, upcoming events, and professional opportunities. The committee worked diligently to develop engaging and informative publications. AFP-GPC also invites members and non-profit organizations to share details about free resources available to the non-profit community to enhance advancement operations and strengthen development activities.

Staying Connected on LinkedIn

Are you on LinkedIn? So is AFP-GPC. Find our open group by searching Association of Fundraising Professionals - Greater Philadelphia Chapter. Take advantage of this new networking and information-sharing tool. If you're an alum of the AFP-GPC mentoring program, stay connected with our new sub-group: AFP-GPC Mentoring Program Alumni.

All group members are encouraged to initiate discussions and share resources with colleagues. If you have a suggestion for any additional sub-groups, please contact Stephanie Cory at scory@arcocofchestercounty.org or (610) 696-8090.

Electronic Media Committee

Have you noticed anything new on the AFP-GPC website? This year the committee oversaw a streamlining of the navigation bar and the installation of a new header. 2011 promises to bring even more aesthetic, security, and accessibility improvements. The electronic media committee is looking for new members. Please contact the chapter office to learn how you can be part of this exciting process.

Membership

Membership Committee

If you are interested in joining this committee – the time commitment is limited. Join us for bimonthly meetings and help make a few phone calls to welcome new members to AFP (you can do this from your office or home), plan membership events such as happy hours, and more. It's an easy way to get involved. If you are interested, contact the chapter office at chapter@afpgpc.org or (215) 473-2261.

2010 Scholarship Awards

AFP offers partial 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. Congratulations to the following scholarship winners for 2010:

Chamberlain Scholarship for 2010 AFP International Conference

Stephanie Cory – The Arc of Chester County

2010 Franklin Forum Scholarships

David Brecht - Saving Children Foundation

Valerie Buickerood - Alice Paul Institute

Carol Carr - Opportunity Finance Network

Gerard Huot - St. John's Hospice

Joseph Lukach - SILOAM Inc.

Natalie McCarthy - The Arc of Union County

Aishah Miller - Maternity Care Coalition

Amanda Quinn - Stratford Friends School

Sheila Ritchie - The Hickman

Debbie Shupp - The Clinic

Marion Somers - Chamber Orchestra of Philadelphia

Spring 2010 Term Principles of Fundraising Scholarships

Austin Davis - Latin American Community Center

Maria Dziembowska - Bicycle Coalition of Greater Philadelphia

Lora Gordon - Arts & Business Council of Greater Philadelphia

Meg Rider - MANNA

Fall 2010 Term Principles of Fundraising Scholarships

Elaine Gilmartin - Willistown Conservation Trust

Gerard Huot - St. John's Hospice

Theresa Malandra - Soroptimist International of the Americas

Kimberly McKeever - The Animal Welfare Association

Emily Simmons - The Schuylkill Center for Environmental Education

Marcia Wright-Soika - Chester County Fund for Women & Girls

2010 Diversity & Outreach Membership Scholarships

Chawnda Blake - International House Philadelphia

Porsha Colter-Marshall - TAIG Foundation

Leity Rodriguez-Largo - Accion Colombia

Melissa Shapiro - Taller Puertorriqueno, Inc.

Katrina M. Smith - Pennsylvania Humanities Council

Paula Staton - Boys and Girls Club of Camden County

Maurice A. Weeks - American Red Cross Southeastern Pennsylvania Chapter

2010 Diversity & Outreach Event Scholarships

Christine Golia

Alyssa Mutryn – The Attic Youth Center

Terri Rivera – The Business Center for Entrepreneurship & Social Enterprise

Ashley Tobin – Susan G. Komen for the Cure, Philadelphia Affiliate

Gregory Walker – The Brother's Network

“Please accept my thanks to you and the entire scholarship committee for the opportunity to attend the Principles of Fundraising AFP course at Villanova. I am looking forward to attending over the next few months and bringing the new strategies and techniques I will learn back to the Fund. I greatly appreciate the scholarship.”

- Marcia D. Wright-Soika, Development and Programs Assistant, Chester County Fund for Women and Girls

Diversity & Outreach

The diversity & outreach committee received international accolades for its efforts to improve diversity within the profession and its dedication to providing opportunities for fundraisers to be exposed to and participate in conversations about ethnicity, religion, gender identity, sexual orientation, national origin, class, and disability. AFP-GPC was honored with the prestigious Charles R. Stephens Excellence in Diversity Award for 2009's inaugural Color of Money Conference. Committee member Michelle Gollapalli accepted the award on behalf of the chapter at the 2010 International Conference.

This year's highlight was a half-day workshop featuring notable speakers Kevin Dow, Deputy Director of Commerce, Neighborhood, and Business Services for the City of Philadelphia; Rev. Lorina Marshall Blake, Vice President of Government Relations of Independence Blue Cross; and Mailee Walker, Executive Director of the Claneil Foundation. The workshop covered cultural diversity, cultivating relationships, and making the ask.

The format was informal and engaging with each speaker bringing in his and her own style of audience interaction. The intimate atmosphere allowed speakers to share candidly about their own challenges and opportunities in achieving success while working with diverse colleagues, donors, volunteer leadership, and organizations. Attendees represented a broad base of fundraisers who had various perspectives, cultures, and experiences. They were professionals of all career levels and from organizations of all sizes and types. Following the workshop, several new volunteers were inspired to join the committee and help advance AFP's efforts to "improve diversity within the profession and the association."

The committee is looking forward to offering more educational and social events to support AFP's diversity initiatives throughout the Greater Philadelphia region and inspire dialogue, inclusion, and understanding.

Mentoring Opportunities

- 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 someone 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.

- In the 2009-2010 program, ten successful pairings were made. Pairs worked on such diverse projects as creating a new special event and improving program staff cooperation with grant reporting.

- **Joseph S. Cuozzo** - Pickering Manor & **Lindsay Waltower** - Westminster Theological Seminary

- **Maren Gaughan** - Coriell Institute for Medical Research & **Lauren Kobylarz** - Community Legal Services, Inc.

- **Theresa F. Haenn, MBA, CFRE** - Alzheimer's Association Delaware Valley Chapter & **Lisa M. Andrews** - Children's Scholarship Fund of Philadelphia

- **Matt Hugg** - FundRaising Talent & **Peter Castagna** - Salesianum School, Inc.

- **Gloria M. Pugliese, CFRE** - La Salle University & **Jennifer Feden** - Foundation for Individual Rights in Education

- **Allen Reese** - PathWays PA & **Angela Mootz** - Responsible Endowments Coalition

- **Sally Roslow** - New Jersey Hospital Association & **Valerie Buickerood** - Alice Paul Institute

- **Stan H. Retif, CFRE** - Elwyn & **Linda Yepoyan** - Birthright Armenia

- **Leon Silver** - Easter Seals of Southeastern PA & **Christine Rodriguez** - Esperanza

- **Stephen Sullivan** - Crozer-Chester & Delco Memorial Foundations & **E. Sarah Cortes** - Eastern University



Education & Professional Development

Program Committee

In 2010, 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:

- Planned giving
- Online marketing
- Grant writing
- Branding
- Diversity
- Style-wise fundraising
- Leadership and management
- Accounting

Shorter program offerings in the form of web conferences and breakfast meetings were held on "Corporate/Foundation Relations" and "Warming the Cold Call." A special celebration of AFP's 50th anniversary was held with snippets of a remarkable documentary produced by the chapter's own Rich Tolsma Productions.

Hundreds of fundraising professionals attended these educational offerings to learn best practices from their colleagues in the region. The committee also coordinated 10 networking breakfasts throughout the region. 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.

AFP membership was surveyed by the program committee this spring regarding its educational and networking program interests. The survey also solicited feedback on current programming. In response to members' expressed interests, sessions targeting advanced professionals and small shops are in the works. The committee already has an exciting array of educational programs planned for 2011. Please visit our website at 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 Coleen Covington at (215) 473-2261 or chapter@afpgpc.org. New members are always welcome.

Speakers Bureau

Do you want to share your expertise with other fundraisers? Please consider joining AFP-GPC's speakers bureau to become an AFP presenter. Applications are available at www.afpgpc.org. Do you need a speaker for a board retreat or other event? Contact the chapter office to locate a suitable speaker.

Principles & Beyond

Formerly known as the Fundamentals of Fundraising, the Principles of Fundraising was held in conjunction with Villanova University. Fifty-eight people attended the Spring 2010 term and 50 attended the Fall 2010 term. A newly formed curriculum development task force is hard at work keeping the Principles of Fundraising up-to-date as well as developing an advanced course. Please stay tuned for more details.

Fundamentally Sound

AFP-GPC is at the vanguard of activity in regard to a new course offering, the Fundamentals of Fundraising. This course was tested this past spring in Philadelphia as well as at several other sites nationwide. Upon determining that this was a worthwhile offering for its members, AFP-GPC wasted no time becoming among the first to develop a strategy for implementation. Seen as a chance to engage the participation of chapter members who may not have had an opportunity to get involved previously, the board began the process of identifying qualified presenters and recruiting them as members of the Fundamentals faculty. Once the prospective faculty members accepted the challenge, chapter president Gloria Pugliese led the team through a comprehensive "Train the Trainers" exercise.

Senior Development Forum

Are you an "advanced" development professional? By advanced, we mean someone with 10 or more years experience as a professional fundraiser. Thank you to all who responded to our Spring 2010 survey. Planning has already begun for 2011, but it's not too late to join the committee.

If you are interested in helping plan and coordinate networking and educational events as well as other opportunities for your peers, contact Rhonda Gelman Kelley at rkelly@peggybrowningfund.org.

CFRE Preparation

Back by popular demand was "Demystifying the CFRE Certification Process." Ten fundraisers interested in becoming Certified Fundraising Executives learned more about the process at this informal breakfast. Seven fundraisers attended the CFRE Review Course offered in August. This intensive two-day course reviews the domains covered in the CFRE exam and is only offered locally once per year. Stay tuned for 2011 dates. Learn more about becoming a CFRE at www.cfre.org.

Welcome New AFP Master Trainers

This year, AFP-GPC welcomed four new Master Trainers to its ranks. AFP's Faculty Training Academy prepares instructors to take leadership positions in AFP's professional education programs and to serve as peer mentors for other AFP course instructors. Listed below are AFP Master Trainers who are AFP-GPC members:

Stephanie Cory, CAP, CFRE*
Robert E. Fogal, PhD, ACFRE, CAP
Heather Gee, CAP, CFRE
Theresa F. Haenn, MBA, CFRE*
Roberta Healey, MBA, NHA, ACFRE
Michael Rosen, CFRE
Krystine Sipple, CFRE*
Lise D. Twiford, MBA, CFRE
Kortnay Woods, MS, CFRE*

*2010 Faculty Training Academy graduates

Franklin Forum

In its 28th year, the Franklin Forum continued as a Delaware Valley tradition. On April 21, 2010, nearly 300 fundraising professionals gathered at the Philadelphia Marriott Hotel.

The 2010 Franklin Forum included a variety of featured speakers:

- Kevin Bacon and Steve Highsmith who shared successes from their involvement with *Save the Mummies*
- Bill and Kate Sample of The Sunshine Foundation who shared their insights on board engagement
- Fernando Chang-Muy, the Thomas O'Boyle Lecturer in Law at the University of Pennsylvania Law School, who shared his perspective on fundraising in communities of color
- Nancy Dunleavy of Dunleavy and Associates who shared her tips on networking and relationship building

AFP-GPC's 2011 Franklin Forum is scheduled for April 8, 2011, and we're really mixing things up. The event is moving to the ACE Conference Center in Lafayette Hill. Please join us for great education, unparalleled networking, delicious food, and free parking.

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Silver Registration Sponsor
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DFR Print/Mail Solutions

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Mail House Sponsor
SWIFT Mailing Services

Sponsors
Farr Healey Consulting, LLC
Rich Tolsma Productions
University of Pennsylvania,
Development & Alumni Relations



Fundraising Executive of the Year: Ann Satterthwaite By Pamela Costanzi

I met Ann Satterthwaite in 1995 when we both worked at Schultz & Williams, a marketing and development consulting firm in Philadelphia. I was a direct mail specialist – still quite new to development – when Ann

joined the firm as a vice president. We immediately became friends and discovered many common interests and life experiences.

As our friendship grew, so did our professional relationship. Ann voluntarily took on a mentoring role and was the spirit of generosity in sharing her vast development experience. We worked together on identifying and cultivating new clients for the firm, and she expanded my understanding of the development field well beyond the marketing and communications arena in which I had operated for so many years. Between Scott Schultz (Fundraising Executive of the Year 2005) and Ann Satterthwaite, I developed a deep understanding of the fundraising field! When Ann started The Ann Satterthwaite Company, Inc., in 1998, she provided me with great insight into running a small business. Several years later, I began my own consulting firm and collaborated with Ann on several accounts. She continues to be an inspiration to me today.

Ann began her career in fundraising and marketing for non-profits as development director/director of publications at Friends' Central School. She spent more than five years there, honing her communication skills and enjoying having her son, Andrew, attend school there where he eventually graduated as a "lifer" in 1987. After she left Friends' Central, she worked briefly in the for-profit world but found it unfulfilling. Ann became director of publications at Haverford College, where her skill and leadership led to numerous national awards in what is now called "branding." These two relationships proved to be long-term – Ann now serves as the chair of the board of trustees at Friends' Central School and is a member of the board of Haverford College.

Today, Ann is the vice president of institutional advancement at the University of the Sciences, one of her first clients when she started her own company. In 2008, Ann couldn't resist the invitation of president Dr. Philip Gerbino to join his staff and

help make a difference. She leads a staff of nearly a dozen, sharing her expertise in an array of development specialties and continuing to mentor a new generation of fundraisers. She remains active in the Association of Fundraising Professionals, where she has served as chair of the Franklin Forum in 2006 and on the National Philanthropy Day awards committee from 2006 through 2009. She also served on the board of the Partnership for Philanthropic Giving of Greater Philadelphia and was actively involved with launching Leave a Legacy in Philadelphia.

Ann was born in Philadelphia, the youngest of three, and grew up in the northwest section of the city. She, her sister Ellen, and brother Ridge were part of a family that has deep roots in the Quaker community. Ann still has strong ties to Quaker organizations and practices her faith in the traditional, quiet way.

Ann has lived in the Art Museum area for more than 25 years. Although she has lived in other communities, Ann is truly committed to Philadelphia and has volunteered her time and talent to many organizations that improve the city, such as the Philadelphia Friends of Outward Bound and the Fairmount Park Council for Historic Sites. Ann is very pleased that son Andrew Newcomb and his wife Jennifer Khoury Newcomb – who are expecting their first child in February (a girl) – live nearby in Old City. Andrew is an entrepreneur and Jennifer an executive at Comcast Corporation.

Ann and husband Jim Bergen, a physician's assistant at Cooper Health System, enjoy traveling the world, always looking for small, out-of-the-way local experiences. Ann's excellent skills as a photographer have helped her chronicle a life well lived. Her evocative photographs fill her home with love and memories. She is especially looking forward to adding photos of her first grandchild in February!

I hope you will join me in congratulating Ann Voorhees Satterthwaite as the 2010 Fundraising Executive of the Year. I am honored to have had the opportunity to know her, work with her, and nominate her for this honor. I am gratified that the National Philanthropy Day awards committee recognized the same qualities in Ann that I – and many others – have seen for so many years.



2010 AFP-GPC Committee Volunteers

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Rhonda Gelman Kelley, CFRE - Peggy Browning Fund

Curriculum Development Task Force

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Regina Donovan - Temple University
Theresa F. Haenn, MBA, CFRE - Alzheimer's Association
Delaware Valley Chapter
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Farr Healey Consulting LLC
Jaime L. Howard - The Children's Hospital of Philadelphia
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Chawnda Blake - International House Philadelphia
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Melissa Shapiro - Taller Puertorriqueno, Inc.
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Maurice Weeks - American Red Cross Southeastern Pennsylvania Chapter

Electronic Media Committee

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Jaime L. Howard - The Children's Hospital of Philadelphia
Megan Lepore - The San Miguel School of Camden
Molly McAndrew - Episcopal Community Services
Sharon Richman
Suzanne E. Smalley - Magee Rehabilitation Hospital
Richard Tolsma - Rich Tolsma Productions
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Franklin Forum 2010 Executive Committee

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Eileen Kelliher, CFRE - School District of Bristol Township
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Franklin Forum 2010 Program Committee

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

Megan Lepore - The San Miguel School of Camden
Mary Lizzul - MCL Consulting
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Angie McCole - Community Partnership School
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Martin Farrell - Malvern Preparatory School
Theresa F. Haenn, MBA, CFRE - Alzheimer's Association
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Kevin Quinn, CFRE - Woods Services Foundation
Maria Sazonova - Elwyn
Stan H. Retif, CFRE - Elwyn
Lindsay Warren - Mercy Fitzgerald Hospital & Mercy Philadelphia Hospital

FundLine & Annual Report Committee

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Stephanie Cory, CAP, CFRE - The Arc of Chester County
Jaime L. Howard - The Children's Hospital of Philadelphia
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Molly McAndrew - Episcopal Community Services
Rachel L. Martz - Pennsylvania SPCA
Christina L. Richter - Dunleavy & Associates

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Rodney Warner, Esq.

Membership Committee

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Delaware Valley Chapter
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Matthew A. Hugg - FundRaising Talent
Jody LaVerdure - National Comprehensive Cancer Network
Donald Price - Chester County Community Dental Center
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Melissa Shapiro - Taller Puertorriqueno, Inc.
Craig Waltman - Haverford College

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Theresa F. Haenn, MBA, CFRE - Alzheimer's Association Delaware Valley Chapter
Jaime L. Howard - The Children's Hospital of Philadelphia
Kenneth Kirby - Main Line Health System
Bruce Melgarey - Lenfest Foundation
Susan Mostek, JD - Phoenixville Community Library
Gloria M. Pugliese, CFRE - La Salle University
Jerry Rohrbach, ChFC, CFRE - The Salvation Army, Eastern Pennsylvania & Delaware Division
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Louis J. Beccaria, PhD - Phoenixville Community Health Foundation
Bruce M. Brown - The HBE Foundation
Lee Daney, CFRE - North Star Strategies, Inc.
Robert DeMartinis, CFRE - Hope Associates
Theresa F. Haenn, MBA, CFRE - Alzheimer's Association Delaware Valley Chapter
Robbe Healey, MBA, NHA, ACFRE - Simpson Senior Services/ Farr Healey Consulting LLC
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Rhonda Gelman Kelley, CFRE - The Peggy Browning Fund
Megan Lepore - The San Miguel School of Camden
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Jean Kowalski - Resources for Human Development
Juanita Nyce - Wissahickon Charter School
Gloria M. Pugliese, CFRE - La Salle University
Mark Seaman - Philadelphia FIGHT
Debbie Shupp - The Clinic
Steve Wasserleben - Delaware Music School
Jo-Ann Zoll - Zoll, LLC

Chapter Staff

Christine Boylan, CAE
Coleen Covington
Sharon Lewis-Gregg
Amy Rymer

How Can You Get Engaged?

AFP-GPC offers abundant volunteer opportunities with our committees listed on the preceding pages.

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

The variety of volunteer opportunities through AFP-GPC ensure that there is a fit for everyone. Virtual opportunities include the FundLine & annual report committee. Does staying on top of legislation impacting the non-profit sector appeal to you? Consider joining the revitalized government relations committee. Do you bring experience planning events? Then consider the National Philanthropy Day, Franklin Forum, or program committees.



AFP-GPC 2010 Leadership

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Non-Profit Development & Management Services

Lisa Andrews
Children's Scholarship Fund Philadelphia

Regina Donovan
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Creative Financial Group

Susan Mostek, JD
Phoenixville Public Library

Stan H. Retif, CFRE
Elwyn

Gregory F. Schmidt
University of Pennsylvania Law School

Richard Tolsma
Rich Tolsma Productions

Sherri L. Wilcauskas, MA, CFRE
Children's Literacy Initiative

Jo-Ann Zoll
Zoll, LLC

Committee Chairpersons

Lisa M. Andrews - Diversity & Outreach
Stephanie Cory & Jaime L. Howard - Electronic Media Committee
Theresa F. Haenn - Every Member Campaign
Richard F. Bohrer - Finance
Gregory F. Schmidt - 2010 Franklin Forum
Stan H. Retif - Fundamentals of Fundraising
Stephanie Cory & Jaime L. Howard - FundLine & Annual Report
Rodney Warner, Esq. - Government Relations

Jody LaVerdure - Membership
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Mark Hatoff & Robin L. Todd - Mentoring
Susan Mostek & Debra Shupp - National Philanthropy Day
Kenneth Kirby - National Philanthropy Day Awards
Theresa F. Haenn - Principles of Fundraising
Regina Donovan - Program
Dana Heiman & Nancy Green - Scholarship
Richard Tolsma - 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.



Greater Philadelphia Chapter

Serving Fundraising Professionals since 1968

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