



# 2021 ANNUAL REPORT



*Celebrating  
25 Years*

[WWW.AFPEDMONTON.CA](http://WWW.AFPEDMONTON.CA)

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*Celebrating  
25 Years*



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## Mission

The Edmonton & Area Chapter of AFP upholds the goals of the international Association of Fundraising Professionals organization and advances philanthropy in the Edmonton region by enabling members, prospective members, and representatives of other organizations to practice ethical and effective fundraising.

The Edmonton & Area Chapter fulfills our mission primarily through education and training, promoting credentialing, providing resources, networking, mentoring, advocacy, and recognition.

## Vision

We strive to make sure fundraising is recognized as a credible and respected profession for the betterment of our communities.

## Core Values

**Philanthropy:** The belief that ethical and effective fundraising are the cornerstones of philanthropy and that philanthropy changes the world.

**Community:** Embracing diversity in the fundraising community with a commitment to understanding and addressing the shared and unique needs of all members of the community.

**Collaboration:** Recognizing that we can only accomplish our purpose with the strong support and partnership of other individuals, AFP chapters, and groups who share our vision.

**Knowledge:** Providing the fundraising community with the highest quality of knowledge, research, advocacy, career support, new information, strategic alliances, and related insights and tools to ensure a successful.

**Professionalism:** Conducting business according to the highest ethical principles and servicing as trustworthy stewards of our resources.

**Relationships:** Understanding that our focus is on service to our members, stakeholders, and customers, and that our service is open to new ideals, exceeding expectations, and provided in a timely and thoughtful manner.

# PRESIDENT'S REPORT

Hello AFP Members, colleagues, partners and community,

What a year it has been. As I reflect on the past 12 months, I think about the struggles our community has been through and the challenges we will continue to face; from the pandemic to political polarities to heartbreaking loss to systems of racism and violence that continue today. As we navigate the global environment and issues of social justice and equity that impact us all, we stand committed to our principles of Inclusion, Diversity, Equity and Access (IDEA). I reflect on our role as professional fundraisers in the social impact sector - how we have both a responsibility and a privilege to utilize our positions of influence to affect meaningful change.

Despite a year of navigating these injustices, we continue to find moments to celebrate humanity and to inspire hope. To lift up joy and be grateful. For the second year in a row, we hosted an incredible virtual National Philanthropy Day presented by Johnson Insurance and communicated stories of philanthropy in our community year round. With the help of an outstanding group of sponsors, volunteers and nominating organizations, together we were able to showcase 82 impactful stories of commitment and love of humankind.

Our Chapter leadership this year has committed to collaboration and operational excellence. Behind the scenes, your leadership team focused on creating a sustainable and cooperative working environment so that we could provide the best member experience. We undertook a risk management project, strengthened our strategic planning and updated our systems to be more efficient. We achieved the Ten Star and IDEA Champion recognition as a Chapter. To qualify for this, it requires a commitment at a Chapter level to deliver high quality programming and to increase public awareness for philanthropy.

This year we said goodbye to our Chapter Administrator of many years, Heather Manning. Our Chapter thanks Heather for her years of service and for her dedication to AFP. As we look forward, we welcome Shae Nesselbeck as our current

Chapter Administrator who will provide support to the Board and Committees of volunteers delivering programming and member benefits to us all.

I want to thank the Board Members who will be leaving us this year and who have committed exceptional time and energy to volunteering with the Chapter. Each one of these Board Members have brought an incredible impact to our membership and I can't thank them enough for their service. Please join me in thanking Andrea Kopylech, CFRE, Kenn Mainville, CFRE, Michelle Ngo and Carrie Creaser for everything they have done. As we transition to a new Chapter year, we continue to provide new opportunities to be involved. I strongly encourage you to raise your hand and join your fellow members to continue building a diverse and inclusive Chapter that embraces this community.

As I close off this report, my encouragement to you in this coming year is to think about how you can increase your moments of connection. The value of an AFP membership lies not only in the exceptional professional development opportunities or in the conviction to uphold ethics in our profession but also in the power to build a network of lifelong colleagues and friends. The value in your membership is truly up to you. I can tell you that becoming a member of AFP and getting actively involved was one of the best decisions of my life. I am forever grateful for the opportunities this organization has provided me and it is my honour to walk alongside you in this journey.

Now get ready for 2022-23 because it's going to be quite the adventure! Together I believe we're going to achieve great things so thank you for being a part of this community.



**Kelly Hoskins, CFRE**  
**President**

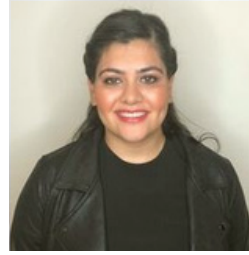


# 2021/2022

## CHAPTER BOARD



Kelly Hoskins, CFRE  
President



Sabrina Ali  
Past-President



Jaime Caza, CFRE  
President-Elect



Kenn Mainville, CFRE  
Treasurer/ Secretary



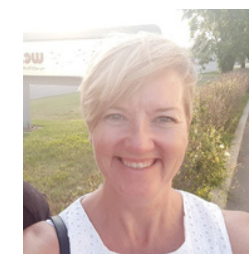
Candace Smallwood, CFRE  
Vice-President,  
Community Engagement



Andrea Kopylech, CFRE  
Director, Government  
and Sector Relations



Corrie Fortner, CFRE  
Director, Membership



Amanda Adkins, CFRE  
Director, Education



Carrie Creaser  
Director, National  
Philanthropy Day



Nafisa Bowen, CFRE  
Director, IDEA



Michelle Ngo  
Director, Communications

# CHAPTER ACHIEVEMENTS



## CONGRATULATIONS!

The Association of Fundraising Professionals Global is pleased to present the 2021 Ten Star Award to the

***AFP AB, Edmonton & Area Chapter***

We applaud your outstanding achievements and dedication to increasing professionalism within fundraising and public awareness of philanthropy.



Mike Geiger, MBA, CPA  
President & CEO  
Association of Fundraising Professionals

Thanks to the hard work of our Chapter membership and Board, we were honoured to be awarded with the AFP Ten Star in 2021. The Chapter Ten Star Award honor those chapters who have accomplished many of the key objectives outlined in the Strategic Plan. The award encourages chapters to perform specific activities designed to increase professionalism within fundraising.



Our chapter successfully achieved the 2021 IDEA Champion Designation from work accomplished in 2020. The IDEA Champion Designation recognizes those chapters who have accomplished many of the key objectives outlined in the Promote Inclusion, Diversity, Equity and Access strategic pathway. This designation encourages chapters to perform specific activities designed to increase IDEA within fundraising and public awareness of the importance of philanthropy in all cultures.

# COMMITTEE REPORTS

## Government Relations Committee

This year, we worked closely with AFP Canada and the national Government Relations Committee to amplify efforts to raise the profile of issues affecting our sector. In the 2021 Federal Election, we equipped members with the tools needed to advocate for

- a “home in government” for the nonprofit and charitable sector; and
- an equitable recovery from the COVID-19 pandemic.

We also added Sector Relations to the Government and Sector Relations Committee to expand our approach beyond advocating to the federal government and explore how stronger sector relations impact the AFP membership alongside effective Government Relations. In 2022–23 we will be looking to strengthen our partnerships with other sector organizations such as CAGP, ECVO, Volunteer Alberta, ABNN, ACSN and more.

While I have taken a step back as the Director of Government and Sector Relations with the Chapter to focus on other initiatives at this time, I hope to see this committee grow and that more members get actively involved in strengthening our sector.

**Andrea Kopylech, CFRE**  
**Director, Government and Sector Relations**

## IDEA Committee

AFP Edmonton and Area is committed to the principles of inclusion, diversity, equity and access (IDEA) in the fundraising profession, the philanthropic sector and throughout all of society.

2021 was a rebuilding year as the committee grew from one to five amazing volunteers! Thank you to Lisa Dayanandan, Donna Ma, Corrie Fortner and Jaime Caza for your commitment and sharing your perspectives to increase inclusivity, diversity, equity and access in our chapter.

We look forward to continuing our work in the upcoming year!

**Nafisa Bowen, CFRE**  
**Director, IDEA**



Lisa Dayanandan  
Donna Ma  
Corrie Fortner  
Jaime Caza

# Membership Committee

AFP Edmonton & Area Chapter is still feeling some fall out from the pandemic, both in the Membership Committee and in the Chapter membership overall. The shift to everything virtual has caused some people to rethink the amount of time they spend with their online professional development and networking. There were some organizations that continued to reduce staff and make other budget cuts including funding designated to professional memberships and training for their fundraising teams.

Our goal is to serve members, and so the Chapter continues to celebrate and support the sector, providing scholarships, educational workshops, networking opportunities, National Philanthropy Day, the AFP Global portal and other member benefits such as social media interactions and the newsletter.

We happily welcomed 37 new members, celebrated all of our renewing members and said farewell to those members that have moved on to other paths in their professional lives. We ended the year with a total of 158 members.

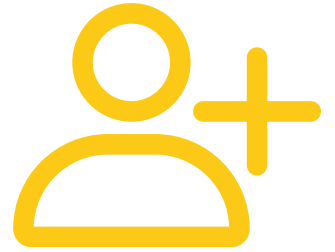
AFP Edmonton & Area is a proud professional organization. We strive to support our members through our volunteer efforts. Your participation on Committees and the Board help to strengthen all of us. We have a lot of work ahead and welcome you to join us. We are here to support you and look forward to connecting, learning and growing with you in the year ahead.

**Corrie Fortner, CFRE**  
**Director, Membership**



**2021**  
**Every Member Campaign**  
Advancing Philanthropy Through Philanthropy

Thank you to everyone who contributed to our 2021 Every Member Campaign. With your support, we raised \$4,145.00 with 25% of it being added back into our Chapter. The funds raised in the campaign will allow AFP to support the mission of advancing philanthropy by enabling members and organizations to practice ethical and effective fundraising.



**37**

**NEW MEMBERS**

**158**

**MEMBERS**





# Education and Professional Development Committee



A key focus for the AFP Edmonton & Area Chapter is to provide relevant and engaging educational and professional development opportunities for our members. This year we continued offering online delivery of all our education offerings due to Covid-19 gathering restrictions. While this has meant a wider reach for our education programming with members attending from all across Alberta and non-members joining sessions from across North America - there is joy in returning to in person gatherings once again.

Despite pandemic restrictions we still continued offering education sessions and were proud to host four breakfast/lunch sessions, featuring a wide range of topics such as: Emerging Markets for Fundraising: New Types of Gifts with speakers from Bitcoin Well, Raymond James and Rafflebox; ROI of Prospect Research with Guy Mallabone and Igor Osipov of Global Philanthropic; Five Fallacies of Fundraising that Limit Authentic Donor Relations with Tanya Rumble; Where do we go from here? Boldly. Moving Forward with Susan Storey from KCI. We also hosted two, 2-day workshops; Fundamentals of Fundraising - one in the fall of 2021 and an additional in person session in late Spring 2022.



**Angela Ross**  
Executive Director,  
Momentum Walk In Counseling



**2**  
WORKSHOPS

**4**  
EDUCATION SESSIONS

Beginning June 2022, we will kick off our first in person gathering in 2 years with our Annual General Meeting followed by a panel discussion and networking.

These sessions and workshops were made possible by the generous support of our sponsors, faculty members and volunteers. Thank you to Johnson Insurance for your commitment and support for the AFP Edmonton & Area Chapter.

Thank you for taking part in our education sessions and programs. We look forward to another exciting lineup of speakers and events in the upcoming year.

**Amanda Adkins, CFRE**  
**Director, Education**

## **Congratulations to our 2021 award and scholarship recipient:**

*Fall 2021 Fundamentals of Fundraising Award Recipient*

"As an Executive Director new to the non-profit sector, I needed to increase my knowledge and skill set in regards to fundraising, but didn't have room in my budget. Now more than ever, nonprofits need leaders who are innovative and knowledgeable about fundraising. Many thanks to AFP Edmonton & Area Chapter for providing me with this important resource!"

# Communications Committee

Wow! What another incredible year for the Communications Committee!

Our team's efforts were focused on finding creative ways to engage and inform our members, promote philanthropy, and offer professional development and resources to our not-for-profit and fundraising peers.

With Candace Smallwood in her new role of Vice-President, Community Engagement, it has been an honour to serve this community as Director, Communications to lead our talented group of volunteers. A very special shoutout to Kayla Belzil for managing the chapter's social media channels and to Chloe Heiland-Booth for overseeing the bi-weekly newsletters. Thank you both for your unwavering dedication and commitment to our chapter. I am so proud of this team!

It has been wonderful to be a member of the AFP Edmonton & Area Chapter Board this year. I am grateful for the learning opportunities as well as meeting many of our Chapter members. Thank you to the volunteers and Board members I have had the pleasure of working with - your support and collaboration are appreciated. An extra warm thank you to Candace for her guidance and kindness while in this role. As I move on to pursue other opportunities, I wish nothing but the best for the incoming Director, Communications.

Thank you for a wonderful year! I look forward to connecting and reconnecting with everyone at future AFP events.

**Michelle Ngo**  
**Director, Communications**

## Highlighted accomplishments July 2021 - May 2022:



**34+**

bi-weekly newsletters went out to our subscribers



**72**

job opportunities were posted to support our members with finding meaningful careers



**82**

National Philanthropy Day stories were shared post-NPD to celebrate philanthropy everyday



**180+**

social media posts to inform, engage and promote

**14% Increase in Followers from 2020**



**433 Followers**



**600 Followers**



**1,290 Followers**



**585 Followers**



# National Philanthropy Day®

CHANGE THE WORLD WITH A GIVING HEART



Presented by **JOHNSON**   
**INSURANCE**

2021 - what a year that was! A year full of challenges and opportunities for the non profit sector! A year of ongoing change and yet so much good we were able to celebrate at National Philanthropy Day on November 18th. Its amazing to think how much has changed in our world in that one year but as a community we came out stronger than ever and that is thanks to our amazing philanthropists!

As the Director of National Philanthropy Day, it was my absolute privilege to celebrate the amazing stories of our community. 2021 was so hard for so many, however, constant change and polarization has not deterred the good and joy that happens every day in our charitable sector. As I read your stories, watched your videos and celebrated your nominees, I was beyond inspired, thank you for taking the time to submit your nominations and sharing the heartwarming work stories of your volunteers and donors.

When we started meeting as a committee and planning National Philanthropy Day, we were very excited to bring us all together and celebrate in person, but as we came to the end of summer and the impacts of COVID-19 in our community, we shifted to a virtual event to keep all of us safe! We thank you for understanding our constant change and we hope you feel we honoured your nominees and your stories. Special thank you to our NPD planning committee who worked so hard to ensure our event showcased the community in such a meaningful way!

National Philanthropy Day and the great work of AFP would not be possible without the incredible continued support of Johnson Insurance, who not only continued to step forward as our presenting sponsor but walked alongside us in a year that was impossible to predict.

Special thanks to EPCOR, The Brick, Edmonton Community Foundation, Sentinel Storage, Global Philanthropic Canada, Burke Group, Invert 720, PlanIt Sound and Studio Post who supported philanthropy in our community and sponsored National Philanthropy Day 2021.

Our virtual event was a great success with 82 stories told of the good in our community! We have enjoyed sharing your stories all year long and we thank our charity partners and philanthropists for giving some much needed good news stories over the past year!

AFP Edmonton and Area is so excited to see you in person at National Philanthropy Day 2022 this November!

**Carrie Creaser**

**Director, National Philanthropy Day 2021**



**SAVE THE DATE**  
**NPD 2022**  
**NOVEMBER 15**



# Thank you!



National Philanthropy Day® **25** YEARS  
CHANGE THE WORLD WITH A GIVING HEART



CHANGE THE WORLD



WITH A GIVING HEART

## National Philanthropy Day®

# Thank you to our 2021 NPD Committee Members

Adrienne Bridgeman, Candace Smallwood, Carrie Creaser, Cheryl Sweetman,  
Chloe Heiland-Booth, Corrie Fortner, Felicia Hodgson, Heather Manning,  
Jessica Englert, Kayla Belzil, Matt Mandrusiak, Melanie Harysh, Michelle Ngo,  
Nicole Mitchell, Sabrina Ali, Sarah Jevne

## Thank you to our 2021 Sponsors

PRESENTED BY **JOHNSON**   
**INSURANCE**

<b>Education Sponsor</b>	<b>Gold Sponsors</b>	<b>Silver Sponsor</b>		
				
				
				
<b>Gift-In-Kind Sponsors</b>				

# FINANCES

## 2021 Financial Summary - Balance

Consolidated Balance Sheet as of December 31, 2021

ASSET	2021	2020
CIBC Bank	53,898.43	36,011.60
CIBC Term Deposits	15,159.84	15,102.29
Accounts Receivable	3,445.00	13,789.92
Prepaid Expense	1,288.00	-
<b>Total Assets</b>	<b>\$ 73,791.27</b>	<b>\$ 64,903.81</b>
LIABILITY	2021	2020
President's Bursary	1,250.00	1,250.00
Unearned Revenue	-	810.00
Accounts Payable	4,752.34	9,096.07
GST Owing (Refund)	(470.52)	(0.30)
<b>Total Liabilities</b>	<b>\$ 5,531.82</b>	<b>\$ 11,155.77</b>
EQUITY	2021	2020
Retained Earnings	53,748.04	69,002.19
Current Earnings	14,511.41	(15,254.15)
<b>Total Equity</b>	<b>\$ 68,259.45</b>	<b>\$ 53,748.04</b>
<b>LIABILITIES AND EQUITY</b>	<b>\$ 73,791.27</b>	<b>\$ 64,903.81</b>



# 2021 Financial Summary

## Revenue & Expenses

### Comparative Consolidated Income Statement as of December 31, 2021

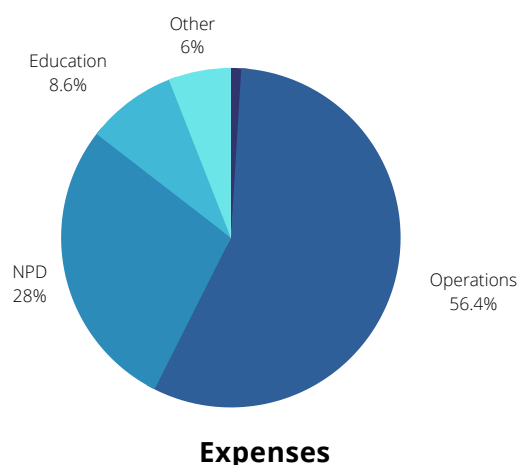
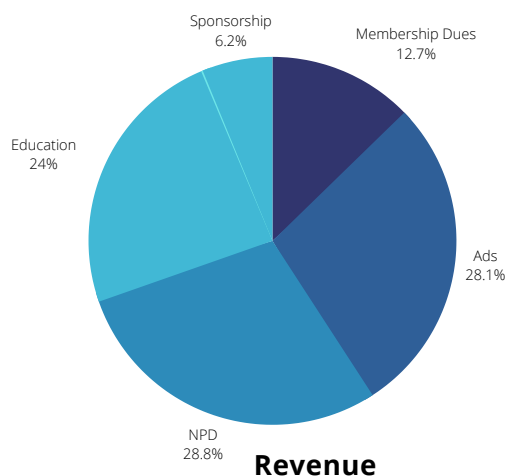
REVENUES	2021	2020
Membership Dues	10,265.82	9,800.80
Ads / Broadcast Services	22,700.00	14,250.00
National Philanthropy Day	23,250.00	49,330.00
Education / Professional Advancement	19,397.62	30,075.00
AFP Canada/Int'l/Fdn/Other	117.95	2,209.05
Program GIK/Sponsorship	5,000.00	5,500.00
<b>TOTAL REVENUES</b>	<b>\$ 80,731.39</b>	<b>\$ 111,164.85</b>

EXPENSES	2021	2020
Bursaries & Awards	650.00	500.00
Chapter/Board Operations	37,376.21	49,034.71
National Philanthropy Day	18,566.74	51,107.65
Education/Professional Advancement	5,680.18	17,869.64
Program GIK/Sponsorship	-	1,500.00
AFP Canada/Int'l/Fdn/Other	3,946.85	6,407.00
<b>TOTAL REVENUES</b>	<b>\$ 66,219.98</b>	<b>\$ 126,419.00</b>

<b>NET INCOME</b>	<b>\$ 14,511.41</b>	<b>(13,234.15)</b>
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### **Contact**

AFP Edmonton and Area Chapter

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[www.afpedmonton.ca](http://www.afpedmonton.ca)