

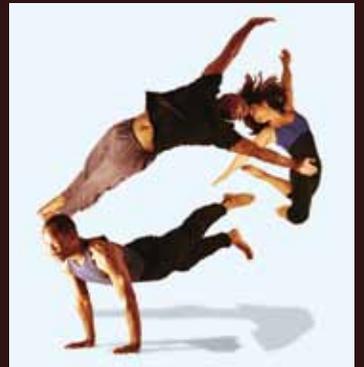


Building the Capacity of Philanthropy: The Key to A Sound Future



“AFP partnered with Tecnológico de Monterrey in Mexico to offer a Spanish-language Professional Development Diploma in Fundraising as part of the university’s **Social Leaders Program**. Tec de Monterrey is renowned for its excellent remote and **online learning programs**. This partnership extended AFP’s international outreach to a broad audience of leaders in **22 Latin American countries** who benefited from best practices and ideas developed with Tec de Monterrey.”

—*Dra. Laura Ruiz Pérez, Directora de Educación para el Desarrollo,
Universidad Virtual del Sistema Tecnológico de Monterrey*



Building the Capacity of Philanthropy

Imagine a world without philanthropy. Imagine communities without the means philanthropy provides, enabling them to flourish. And imagine philanthropy without a corps of fundraising professionals to enhance its capacity to change the world.

Gifts from public-minded, socially concerned individuals, organizations, corporations and charitable foundations shape the impact of philanthropy in every community and segment of society. At the same time, philanthropy relies on the experience and knowledge of skilled fundraising professionals to inspire support that strengthens the capacity of charitable organizations.

The Association of Fundraising Professionals (AFP) works within the nonprofit arena to advance ethical and effective fundraising and philanthropy. AFP accomplishes its mission through advocacy, research, education and certification using leading-edge technologies. The association also provides collaboration and mentoring opportunities for the world's largest network of professional fundraisers.

Simply stated, AFP

- Supports the growth and development of networks of fundraisers around the world,
- Provides information and resources to enable fundraisers to develop in their profession,
- Establishes the ethical framework that allows fundraisers to make an impact in society, and
- Advocates for the fundraising community in the public space.



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Fundraisers Do Change the World

Since 1960, the Association of Fundraising Professionals (AFP) has inspired global change and helped nonprofits and charities support fundraising efforts that have generated more than \$1 trillion.

Philanthropy continues to grow globally. AFP's nearly 30,000 members raise more than \$100 billion annually, equivalent to more than one-third of charitable giving in North America, with millions more generated around the world.

As the largest international association and network of fundraising professionals in the world, AFP is the architect of sound and transparent fundraising practices and the standard-bearer for the nonprofit sector's

only enforced *Code of Ethical Principles and Standards*. This code is at the core of the *International Statement of Ethical Principles in Fundraising*, which to date has been signed by 30 nations.



Partnerships and collaboration—in the United States and worldwide—are increasingly important in creating the collective impact of philanthropy to effectively meet society's growing needs. AFP partners with other international associations, nongovernmental organizations (NGOs), government agencies, corporations and the media. In doing so, the association expands the reach of the fundraising profession and advocates for the growth of the philanthropic and nonprofit sectors.

AFP members reflect the spectrum of the philanthropic community. They are dedicated to promoting education, health, nutrition, literacy, human services, cultural appreciation and a sustainable environment, among many other societal needs. Fundraising professionals are the heart and soul of philanthropy, providing the link between generous donors and the causes that inspire them. Their success generates the resources that infuse fragile communities with the potential to renew, rebuild and prosper.

“As fundraisers we are often asked to do more fundraising with fewer resources. Over the years, I realized that not investing in fundraising was putting the future at risk. In 2000, the then co-chair of the board of Children’s Hospital Los Angeles said, ‘I’m a venture capitalist. I know that if you underfund your venture, it will fail. We cannot afford to fail at fundraising.’ With invaluable resources from AFP, including cost of fundraising analysis, benchmarking and fundraising definitions, I was able to secure a generous budget for a successful \$1 billion campaign for the hospital.”

—Claudia A. Looney, FAHP, CFRE, Senior vice president, development, Children’s Hospital, Los Angeles and recipient of the 2012 AFP/CCS Award for Outstanding Fundraising Professional

Strategic Investments in Fundraising

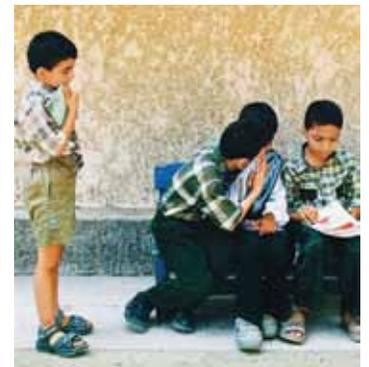
AFP and its philanthropic affiliate, the AFP Foundation for Philanthropy, work as partners in cultivating relationships that further philanthropy and enable the profession to build a platform of integrated programs. Such programs focus on ethical practice, education, research, leadership development and a community of inclusion and diversity—all pillars of the fundraising profession.

As a 501(c)(3) charitable organization, the AFP Foundation for Philanthropy enhances philanthropy and volunteerism through programs of education, research and service that benefit those who lead, serve and support nonprofit institutions. In fulfilling its mission, the foundation collaborates with AFP to generate the resources to fund strategic initiatives and advance sound and transparent fundraising.

AFP and the AFP foundation jointly identify strategic initiatives for the fundraising profession based on current trends in philanthropy and the needs of society. These initiatives build on past accomplishments that include the *AFP Code of Ethical Principles and Standards*, the AFP Ethics Assessment Inventory™, international congresses in Latin America, the annual AFP Leadership Academy, AFP Faculty Training Academies, the Diversity Summit and a series of six research think tanks convened in the last decade.

AFP and the AFP foundation will leverage previous successes and elevate efforts in *four* strategic areas. These areas hold the greatest promise for stimulating growth and sustaining the global impact of philanthropy today and in the foreseeable future.

- **Ethical and effective fundraising:** reinforcing ethics as the cornerstone and core value of sustainable philanthropy in the interest of the public good.
- **Professional education and career development:** leveraging 21st-century technology and resources that will foster innovation and effective fundraising.
- **Future leaders in fundraising and philanthropy:** seeding and nurturing the next generation to meet the urgent needs of the philanthropic community.
- **Inclusion and diversity in philanthropy:** embracing and engaging diverse individuals, groups and organizations with a broad representation of experiences, perspectives, thoughts and cultures.



Collaboration Is the Key

Philanthropy has the power to build communities and transform lives.

Working in collaboration with our members, donors, strategic partners and foundations, we are able to focus our precious resources collectively to far greater advantage than any one organization can in isolation. Together we have unique opportunities and a shared responsibility to do great good in the present and build for the future.

AFP engages practitioners on a global platform (leaders, governments, media and civil societies) to participate in collaborative forums, promote best practices in fundraising and participate in changing the world for the greater good.

The expectation for philanthropy in the current social and economic environment is that we will work more effectively and use our resources judiciously to produce maximum benefit and net gains for society in areas where public support is dwindling. Working together for the common good is essential.

AFP and the AFP Foundation for Philanthropy seek opportunities for collaboration that will strengthen the agendas and outcomes of philanthropy. By leveraging our collective resources, we build knowledge and demonstrate the value that fundraising professionals add to the philanthropic equation.



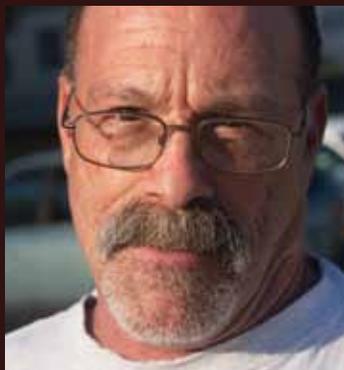
“In the days and weeks immediately following the **Flood of 2008**, the board and staff of The Greater Cedar Rapids Community Foundation sprang into action. Using personal cell phones and e-mail accounts, and facilitating one-on-one meetings, we opened funds that **gathered millions of dollars for flood relief**—even as we were forced to evacuate our own offices. During the first three years of flood recovery, **the Foundation awarded more than \$15 million in flood recovery grants.**”

—Les Garner Jr., president, Greater Cedar Rapids Community Foundation



“During my **first year as a fundraiser**, I was fortunate to discover a group of dedicated individuals—my fundraising colleagues. I began to **participate in the many workshops**, seminars, panel discussions and annual conferences that were offered. My AFP chapter, along with its members, proved to be invaluable to me in advancing my fundraising skills and my career. **I truly have AFP to thank for where I am now in my career.**”

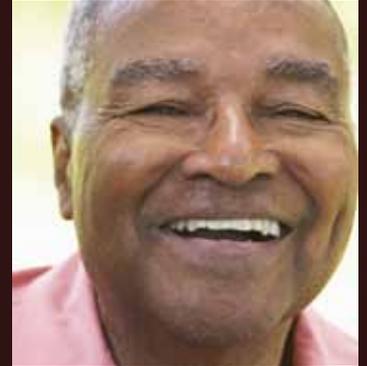
—*Meredith Ray Feder, CFRE, associate director, advancement, Gulliver Schools, Coral Gables, Fla., and immediate past president of the AFP FL Fort Lauderdale/Broward Chapter*





Fundraising professionals are the heart and soul of philanthropy, providing the link between generous donors and the causes that inspire them.

**Association of Fundraising Professionals
AFP Foundation for Philanthropy**



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