



# YOUR GIFT AT WORK

For over 50 years, AFP has been the standard-bearer for professionalism in fundraising

## Why was the Foundation Formed?

AFP Foundation for Philanthropy - Canada works to enhance ethical practice, build satisfying careers and strengthen the sector and society in Canada. We do this in five ways; create sector advocates through education, build philanthropic leaders through scholarships, strengthen the sector through mentoring, foster understanding through research and promote diversity and inclusion in philanthropy.

## AFP's Canadian Chapters are located in

LOCATIONS

VANCOUVER ISLAND  
VANCOUVER  
OKANAGAN  
EDMONTON  
CENTRAL ALBERTA  
CALGARY  
SOUTHERN ALBERTA

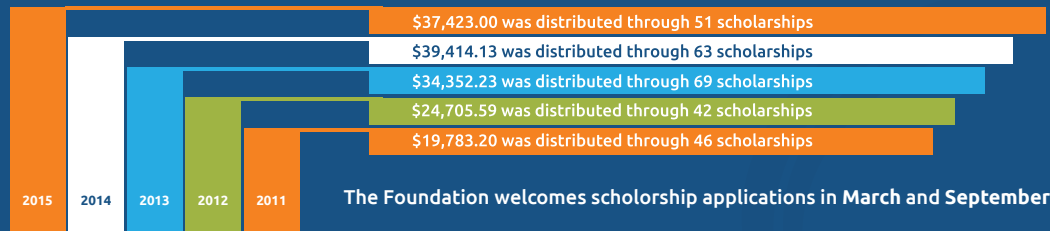
SASKATOON  
REGINA  
MANITOBA  
CANADA SOUTH  
GOLDEN HORSESHOE  
GREATER TORONTO  
SOUTH EAST ONTARIO

CENTRAL ONTARIO  
OTTAWA  
QUEBEC  
NEWFOUNDLAND  
NEW BRUNSWICK  
NOVA SCOTIA  
CAPE BRETON



and support over 3,800 Canadian members and 21 Canadian Chapters.

SCHOLARSHIPS



MENTORSHIP



EDUCATION

- In 2015, two webinars were offered. "2015 AFP Congress: Why Mobile Matters Now and What You Need To Do About it" and "AFP Banff Compass 2015 Webcast with June Bradham: Are you Ready for a Campaign?"
- "The New Regulatory Regime for Social Enterprise in Canada: Potential Impacts on Nonprofit Growth and Sustainability" webinar was conducted on September 29, 2014 sharing the finding of this research to 140 attendees.
- In 2012, a free webcast entitled "Up Close and Personal - Write and Converse More Authentically With Donors" was streamed live from AFP Toronto Congress, which had 240 virtual attendees and has been downloaded of 500 times.
- On March 3, 2014, the free webinar on the Ispos Reid study "What Canadian Donors Want" was broadcast and had 488 attendees.
- "Friends in High Places - Why Your Success Depends on Government Relations" live webcast offered on November 25, 2014 with 130 participants.
- A webinar on Anti-Spam Legislation was presented on October 30, 2013, which had 295 virtual attendees.

RESEARCH



- In 2015, the AFP Foundation for Philanthropy - Canada funded research on "Responsible Investing in Canada's Charitable Sector"
- The third iteration of "What Canadian Donors Want" was also started in 2015.
- The Public Awareness Communications Tool Kit added another fact sheet on "The Meeting has Taken Place: Now What?"
- Also in 2014 a Public Awareness Communications Tool Kit was released in English and French.
- In 2014, Dr. Pauline O'Connor completed her study, "A New Regulatory Regime for Social Enterprise in Canada: Potential Impacts on Nonprofit Growth and Sustainability" and the results are available on the website in English and French.
- In 2014 six fact sheets were released in English and French, detailing the finding from the Ipsos Reid study "What Canadian Donors Want", an update of the successful 2011 study.

INCLUSION & DIVERSITY

The foundation has committed to funding up to two \$1500 scholarships to AFP's International Conference, the recipients of which are members of identified diverse communities.

The Inclusive Giving Project with the Ontario Ministry of Immigration and Citizenship concluded its three year program with a capstone event during the 2014 Toronto Congress. Thirteen workshops were completed over the course of this projects.

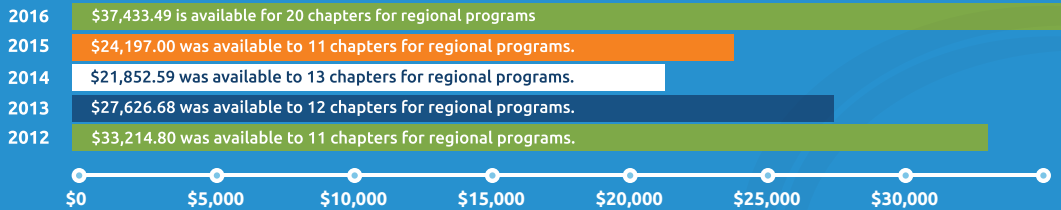
- African-Caribbean Philanthropy Conference (104 attendees)
- Chinese Philanthropy Conference (152 attendees)
- South Asian Philanthropy Conference (159 attendees)
- Indigenous Philanthropy Conference (29 attendees)
- Jewish Philanthropy Conference (148 attendees)
- Women and Philanthropy Conference (148 attendees)
- Opportunities and Possibilities: Fundraising and People with Disabilities (59 attendees)
- Muslim Philanthropy Forum (86 attendees)
- Colloque-Philanthropie franco-ontarienne (60 attendees)
- LGBT Philanthropy Conference (78 attendees)
- Hispanic Philanthropy Conference (66 attendees)
- Next Generation and Philanthropy Conference (118 attendees)
- Congress Capstone Event (1000+ attendees)



In 2012, the Foundation received a diversity grant from the Ontario Government. The annual investment over a three year period is approximately \$100,000.

The AFP Canada Foundation received a second grant from the Ontario Ministry of Citizenship, Immigration and International Trade to conduct a Fellows program in Ontario. In 2015, 32 Fellows received education, membership, mentoring and policy development through this program.

REGIONAL PROGRAMS



TRANSLATION



In 2012, the guide "Building and Effective Board of Directors" was translated from English to French.



In 2013, six ready reference guides were translated including: Developing Fundraising Policies and Procedures, Reviving your Donor File and Asking for Major Gifts.



On February 3, 2014, six research fact sheets and the AFP Public Awareness Communications Tool Kit were released in both official languages.

In 2014, the completion of all nine Ready Reference guides were translated into French

- Developing Fundraising Policies and Procedures - 'Etablir des politiques et procedures de collecte de fonds
- Making the Most of Your Special Event - Maximiser le rendement de vos événements spéciaux
- So You Want to Be a Consultant - Faire carrière comme expert-conseil
- Establishing Your Development Office - Etablissement de votre bureau de développement
- Getting Ready for a Capital Campaign - Se préparer en vue d'une campagne majeure
- Bringing a Development Director on Board - Recruter un directeur du développement
- Reviving Your Donor File - Redynamiser le fichier donateurs
- Building an Effective Board of Directors - Pour un conseil d'administration efficace
- Asking for Major Gifts - La sollicitation de dons majeurs

In 2015, work was begun on translating the AFP Dictionary in French.



Thank you for making this happen with your generous donations!



AFP Foundation for Philanthropy - Canada

Suite 412, 260 King St. E. Toronto, ON M5A 4L5, Canada | 416.941.9144 | cdnfoundation@afpnet.org | www.afpnet.org/foundation/