



# 2024 ANNUAL REPORT

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## OUR VISION

To stimulate a world of generosity and social good through fundraising best practice.

## OUR MISSION

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through education, networking, research and advocacy.

## OUR PURPOSE

Fostering a culture of philanthropy across Vancouver Island through professional development, networking, community events, advocacy and National Philanthropy Day.

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## 2024 BOARD OF DIRECTORS

Julia Keenan	Board President
Cora LaRussa	Membership Chair
Kathy Baan	Scholarship Chair
Sydney Waddington	Co-Program Chair
Anika Leist	Co-Program Chair
Lauren Stamhuis	Mentorship Chair
Marsha Guthrie	Member at Large
Anna-Maria Korell	Member at Large
Monica Powell	Chapter Administrator

# CHAPTER PRESIDENTS MESSAGE

Dear AFP Vancouver Island Members,

As I reflect on my eighth and final year on the AFP Vancouver Island Board, I am filled with pride and gratitude for this community. It has been an honour to serve and to witness the growth and resilience of our chapter through its challenges and triumphs.

Over the years, I've witnessed the AFP VI Board overcome significant obstacles—adjusting to the dynamics of larger and smaller boards, responding to the ever-changing needs of our sector, and navigating the trials of a global pandemic. At times, sustaining our chapter seemed uncertain, but the board's dedication, determination, and steadfast commitment to our mission ensured not only our survival but our evolution.

This year, the AFP VI Board delivered valuable programming, mentorship, and scholarship opportunities that directly supported the professional growth of our members. We also celebrated an increase in membership, a particularly notable accomplishment at a time when many associations are facing declines in their member bases.

Another highlight was hosting the 2024 AFP in Canada Leadership Retreat, welcoming over 80 fundraising leaders from across North America to Victoria. This retreat focused on key issues and challenges in Canada's fundraising sector, and hosting it not only showcased our chapter but created valuable opportunities for members to connect with decision-makers and expand their networks.

Looking ahead, I am thrilled to welcome five new board members in 2025. Their energy and expertise will guide AFP VI into an exciting new chapter, and I know they will continue the important work of supporting fundraisers across Vancouver Island.

To my fellow board members, past and present, thank you for your passion, vision, and countless hours of hard work. To our Chapter Administrator, Monica Powell, your unwavering commitment is the foundation of our chapter, and your impact cannot be overstated. And to all our members, you inspire everything we do.

AFP Vancouver Island is in great hands, but our success depends on our members. I encourage each of you to contribute your talents and take an active role—be a mentor, join a committee, attend an event! Together, we can continue to strengthen both our chapter and our community of fundraisers.

As I step away, I do so with confidence, knowing that AFP VI will continue to inspire, lead, and elevate the fundraising profession on Vancouver Island and beyond.

With immense gratitude,

Julia Keenan  
President, AFP Vancouver Island

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## CHAPTER HIGHLIGHTS

### Membership

Our members are at the heart of our AFP Vancouver Island chapter! We are finishing the year with 104 members from up and down the island and from organizations large and small. Over the past year, I had the pleasure of connecting with many of our members. We received good feedback which will help our chapter grow and better meet the needs of membership in the years to come. I thank all our members for being part of our community, and encourage members to reach out if they have questions, ideas, or would like to join a committee in the future.

Cora LaRussa  
Membership Chair

### Government Relations

As the VI chapter representative on the AFP Canada Government Relations committee, I kept up with the political advocacy efforts happening at the national level for a secretariat for the charitable sector – a home in government. With a federal election coming up in 2025, the AFP Canada GR committee will be busy engaging with members and political candidates about the critical importance of a secretariat, which will advocate for our sector's needs. Stay tuned for communications about how you can get involved with these efforts, to ensure that charitable organizations have a voice in government.

At the provincial level, I built connections with the Government Relations reps from Greater Vancouver and the BC Interior. Together, we sent out letters following the provincial election, welcoming new BC MLAs and introducing them to AFP as an association.

Cora LaRussa  
Government Relations Chair

### Mentorship

The Mentorship Program continued to be sought-after among AFP-Vancouver Island members, with 14 individuals participating in the 2024 cohort, including seasoned professionals and those newer to fundraising. Based on applications mentors and mentees would submit to the program, mentees were paired with a mentor who had strength/experience in at least one of the professional area(s) the mentee was looking to grow. Mentor-mentee pairs then meet once a month, either virtually or in-person, to discuss targeted areas where the mentee is seeking advice and growth, as well as current topics in our field and everyday challenges that arise in our work. While the Mentorship Program remains an asset to the suite of AFP-Vancouver Island membership opportunities, participation was somewhat lower than in 2023 (25 participants total). Opening the application earlier, promoting it more consistently to members leading up to its launch, and recruiting more mentors (finding enough mentors is always a challenge) may help to boost numbers in 2025. Regardless, feedback from mentor-mentee pairs has remained unfailingly positive to-date, and I am confident many will stay in contact beyond the program.

Lauren Stamhuis  
Mentorship Chair

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## Programming

In 2024, the Programming Committee successfully hosted two in-person events, responding to member feedback prioritizing in-person event opportunities. The first in the summer was our Networking Night: Trials and Triumphs which featured three guest speakers sharing personal stories and professional insights, offering valuable networking opportunities.

In November, we hosted our Social Night: IDEA in Fundraising which provided a space for meaningful discussions on inclusion, diversity, equity, and accessibility (IDEA) in the fundraising sector. The event combined the informal atmosphere of a social gathering while also encouraging focused dialogue.

Though we initially planned a virtual event, logistical challenges led us to focus on in-person programming for 2024. However, we recognize the value of virtual events in expanding reach, enhancing accessibility, and accommodating diverse schedules. Looking ahead, we aim to integrate virtual programming into future events to better serve our membership base.

In addition to event delivery, we created structured planning resources to streamline future event coordination and ensure greater efficiency for upcoming committee chairs.

Anika Leist & Sydney Waddington  
Program Co-Chairs

## Scholarships

The 2024 scholarship program committee's goal is to highlight the dedication of our AFP VI members, and we hope to once again have a positive impact on membership engagement through our efforts. Our team of Lauren Hamhuis, Anna-Maria Korell and Marsha Guthrie held their first face to face meeting in June to review and update our scholarship policies to ensure they are inclusive and relevant, and we've worked closely with our communications team to ensure members are aware of the opportunities available to them. From announcing the 2024 scholarship winners later this year to enhancing our application process, we have made every effort to uphold the values of philanthropy and education. We are once again awarding the Chamberlain Scholarship and the John Saunders Scholarship to help offset the cost of attending the AFP International Conference (ICON). There is also a scholarship available to cover the cost of the Fundamentals of Fundraising Course, which is scheduled for February 2025. Our deadline is Dec. 13th, 2024 and we already have several applications in. As we move forward, we will continue to refine our efforts and build on these accomplishments to further strengthen AFP VI's commitment to supporting the professional development of our members. Thank you to everyone who contributed to this year's scholarship program, especially the Scholarship committee as well as Julia Keenan and Monica Powell, and we look forward to even greater success in the coming year.

Kathy Baan  
Scholarship Chair

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## 2023/24 FINANCIAL REPORT

### INCOME:

Job Listings	\$ 8,667.28
Programming	\$17,360.00
Chapter Dues	\$ 4,060.00
GIC Interest	\$ 49.30

*Total* \$30,679.01

### EXPENSE:

Communications	\$ 989.73
Support Staff	\$17,126.04
Administration	\$ 696.11
Bank Charges	\$ 118.78
NPD	\$ 956.06
Programming	\$ 6,338.57
Scholarships	\$ 500.00
Chapter Impact Campaign	\$ 200.00
Travel Stipend	\$ 200.00

*Total* \$ 27,181.24

**Net Profit** \$3,497.77

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