

## *The Power of Giving . . .*



"We live in a world of violence, human suffering, and environmental destruction. What can we, as caring beings, do to help heal the wounds of others and reduce their pain? What can we do to heal our personal wounds and diminish our own suffering?"

*"We can give. Everyone has something to give, be it time, money, wisdom, love or a variety of other things."*

—The Power of Giving by Azim Jamal and Harvey McKinnon

Recently AFP West Michigan had the opportunity to celebrate our 25 year anniversary. I am still thankful for the number of people who have given of their time to help develop AFP West Michigan from infancy to the organization it is today.

AFP West Michigan remains committed to the fundraising profession. This year, with the celebration of 25 years, we are also in the midst of strategic planning. The board of directors has embarked on a strategic planning process which will conclude at the end of this calendar year. We have solicited feedback from our members, non-members and community thought leaders to better know how to serve and meet the needs of our community at large.

In our profession, we are privileged to stand alongside others in their giving. AFP West Michigan is devoted to help foster your continued professional development and best meet your needs. We look forward to sharing the plan with you in the future and to celebrating another 25 years of giving in West Michigan.

Brett Holleman, CFRE  
President, AFP-West Michigan

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## **National Philanthropy Day 2010**

**Tuesday, November 9, 2010 • 12pm**

Prince Conference Center • Calvin College • Grand Rapids, MI

**Purpose & Harmony:  
The Keys to Making a Meaningful Difference**

**Featured Speaker—Sherry Schiller, Ph.D.**

Registration details available on page 2 and online at [www.afpwm.org/npd](http://www.afpwm.org/npd).





# National Philanthropy Day 2010

*Purpose & Harmony: The Keys to Making a Meaningful Difference*

Tuesday, November 9 • 12pm

Prince Conference Center • Calvin College • Grand Rapids, MI

*Do you sometimes feel overwhelmed with strategies, tips, checklists, best practices and principles for effecting positive change?*

*Or do you work instinctively, almost unconsciously, with little attention to research and measurable outcomes, confident that you'll know the quality of what you create when you see it?*

Whatever our personal styles, we are bound to one another as a philanthropic community by our commitment to make the world around us better than we found it. We have all claimed different pieces of the puzzle, and have different approaches to resolving the challenges we face. Yet, there are some common threads that run through all of our work—threads sometimes so deeply woven that it is hard to discern them.

Sherry Schiller, Ph.D., President of the nonprofit Schiller Center for the last 25 years, will be the featured speaker at AFP West Michigan's 2010 National Philanthropy Day celebration.

The event will begin at 12pm with the Awards Luncheon where notable recipients will be honored for their exceptional contributions to the West Michigan community.



Then, in an inspirational and informational interactive presentation, Sherry will share what she has learned about the vital role that PURPOSE and HARMONY play in all successful change initiatives. She will offer examples from organizations she has worked with around the world—and ask you to explore the importance of PURPOSE and HARMONY in your own success stories.

Bring your questions and workplace issues for an informal and engaging idea exchange with Sherry following the luncheon and a short break. Sherry will meet with attendees who want to ask her about how to apply their own situations to what was discussed in her presentation. She will field questions that keep you up at night and pull from the audience their best ideas to help you work with greater PURPOSE and HARMONY.

This will be an event you won't want to miss. The award presentations and Sherry's message will be relevant to everyone working to make a positive difference. So bring your colleagues and organization's leadership to share this empowering experience with you!



## 24th Annual National Philanthropy Day®

Tuesday, November 9, 2010 • Register online at [www.afpwm.org/hpd](http://www.afpwm.org/hpd)

### Registration Form

Use one form for each registrant. Copy for additional registrations.

Name: \_\_\_\_\_,  CFRE Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Specify any special meal accommodations required: \_\_\_\_\_

**PLEASE CHECK APPROPRIATE BOX: Registration Deadline: November 2**

Awards Luncheon Only \$25

Awards Luncheon and Development Professionals Session \$35

**PAYMENT METHOD:** Amount Enclosed \$ \_\_\_\_\_ (Add \$10 per person after November 2 deadline.)

Check payable to: AFP-West Michigan Chapter

Credit Card (VISA and MasterCard only)  VISA  MasterCard

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CSC: \_\_\_\_\_

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail registration and payment to:** AFP-WM Chapter Administrator, PO Box 6302, Grand Rapids, MI 49516-6302

**Questions?** Contact Deb O'Donnell, AFP-WM Chapter Administrator, at 616.988.8020 or [oddondeb@aquinas.edu](mailto:oddondeb@aquinas.edu).

# National Philanthropy Day 2010 Award Recipients

The West Michigan chapter of AFP is pleased to recognize individuals and organizations who exhibit the spirit of philanthropy in West Michigan.

AFP-WM proudly presents the following National Philanthropy Day 2010 award recipients.

## *BENJAMIN FRANKLIN AWARD FOR AN OUTSTANDING FUNDRAISING PROFESSIONAL*

**Robert Berkhof**

*nominated by Glenn Lowe*

Presented to an outstanding individual fundraising professional who practices his/her profession in an exemplary manor working directly for a nonprofit/charitable organization.

## *DISTINGUISHED PHILANTHROPIST AWARD*

**Thomas S. & Mickie Fox**

*nominated by Aquinas College*

Presented to an individual or family with a proven record of exceptional generosity who, through direct financial support, demonstrates outstanding civic and charitable responsibility and whose generosity encourages others to take philanthropic leadership roles on a community, national and/or international level.

## *OUTSTANDING CORPORATION AWARD*

**Mill Steel Company**

*nominated by D.A. Blodgett – St. John's*

Presented to a corporation, or its corporate foundation, that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles toward philanthropy and community involvement.

## *OUTSTANDING VOLUNTEER FUNDRAISER AWARD*

**Tom Edmonds**

*nominated by The Owen Group*

Presented to an individual or family that demonstrates outstanding skills in coordinating and motivating groups of volunteers for fundraising projects for the benefit of charitable institutions.

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## *PARTNER SPONSORS*

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## *FRIEND SPONSORS*

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Hope College

Hopkins Fundraising Consulting

Kalamazoo Community Foundation

## *HONOR ROLL OF PHILANTHROPY*

Bethany Christian Services

Community Foundation of the Holland/Zeeland Area

Parrish Consulting

## *SUPPORTERS*

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## 2010 Planning Committee Members

**Anna Goddard** – Chair  
*Clark Retirement Community*

**Rebecca Dubicki**  
*Metro Health Hospital Foundation*

**Janice Fonger**  
*Kent District Library*

**Angela Gravelyn** – Marketing  
*Metro Health Hospital Foundation*

**Deb Hekman** – Awards  
*Evergreen Commons*

**Steve Hilbrands** – Sponsorships  
*Grace Bible College*

**Barbara Hohman** – Awards  
*Senior Neighbors*

**Keith Hopkins** – Sponsorships  
*Hopkins Fundraising Consulting*

**Keith Meyering** – Sponsorships  
*Bethany Christian Services*

**Lydia Michael** – Program  
*Women's Resource Center*

**Mark Petz** – Awards

**Nancy Westra** – Logistics  
*Calvin College*

## Vision for the Future

Your AFP West Michigan Board of Directors is in the midst of charting a new strategic plan for our Chapter! So much has changed in our local communities, not to mention the philanthropic landscape, since our last plan was drafted in 2006. The Board is committed to reviewing our current role within the fundraising profession, affirming our Chapter's Mission and Values, and positioning ourselves positively for the future. To help facilitate and deliver strategy for the process, we are excited to be partnering with Deb Minton, Philanthropy Partners, on this important and timely work.

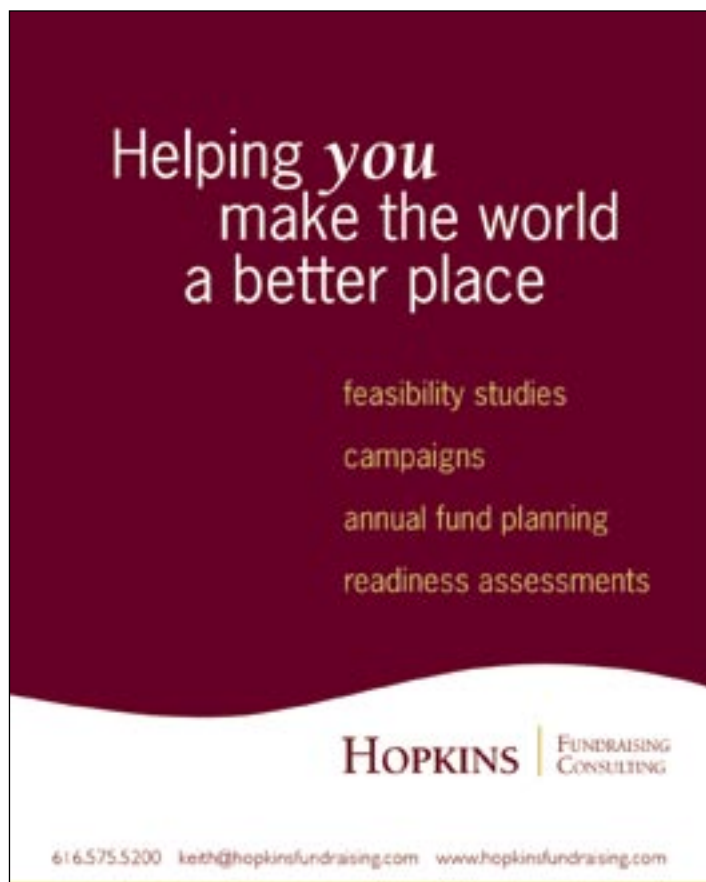
As we move forward, we are proactively gathering information from a variety of local influencers. Initial steps include:

- Hosting a breakfast with past AFP West Michigan Presidents.
- Informal visits with philanthropists, foundations, non-profits, fundraising executives, and academic institutions—to name a few!

Thank YOU, our AFP members, who took the time to complete the survey. We appreciate your input on how to make your AFP membership experience as meaningful and relevant as possible.

We will then move to visioning future work for our Chapter that is dynamic, current, engaging, and ultimately benefits YOU our members, our profession, and our communities. We anticipate the plan will commence in early 2011.

Please feel free to contact any board member for further information (see page 7 for contact information). We look forward to updating you in future communications.



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### Your Help is Needed...

Have you ever considered getting more involved with AFP and enhancing your professional repertoire? Consider serving AFP-West Michigan as a member of a committee or on the Board of Directors. Our chapter is made up of talented men and women who have so much to offer the community and our chapter. *You may be one of them!*

AFP-West Michigan has opportunities to serve as a member of one of our standing or ad hoc committees (such as Education, Communication, Membership, or the National Philanthropy Day planning committee). This is just one step to a position on the Board of Directors.

*Serve your profession through your AFP Chapter.*

If interested in getting more involved, contact Brett Holleman, CFRE at holleman@hope.edu / 616.395.7783.

# AFP Membership—A Real Value.

## Fund development professionals agree that AFP has enhanced their life.

Susan Baker, the Director of Development at Catholic Family Services in Kalamazoo, had a background in marketing and advertising—not fundraising—so she really needed to learn development, fast. “My membership in AFP has been invaluable to me over the last six years. The workshops are always extremely informative and professional and the contacts I have made over the years have been a tremendous source of learning, encouragement and friendship. Every person I have met has been eager to share success stories and help me to grow and learn and be successful, too. There is no competition—only collaboration and support.”

For Keith Meyering, CFRE, Director of Planned Giving at Bethany Christian Services and a past APF President, “Membership in AFP-WM is a significant opportunity for growth, learning and connection with like-minded colleagues. It also provides me with opportunities to volunteer and contribute to the profession that is my livelihood. AFP membership is all about the relationships I am privileged to have built with other fund development professionals over the course of my 18 years of membership.”

Our most current Membership/Retention Report from AFP Information Central indicates that we are 198 members strong, with an annual retention rate of 72.94%. We have 157 organizations represented in our chapter. AFP is changing the lives of its members and better equipping them to serve their organizations.

We know that the recent economic times have been a strain on organizational and personal budgets. This is why we work

to continue to provide extraordinary, relevant and affordable educational opportunities for our members.

Please remember that if you are looking for additional information and resources, many are available to our members through our chapter's website ([www.afpwm.org](http://www.afpwm.org)) as well as AFP IHQ ([www.afpnet.org](http://www.afpnet.org)).

If you have questions about membership, please contact Deb Hekman ([dhekman@evergreencommons.org](mailto:dhekman@evergreencommons.org) / 616.355.5143) or Kathy Gallagher ([kgallagher@bcacs.org](mailto:kgallagher@bcacs.org) / 269.963.4771).



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## \$50.00 Active New Member Discount

In honor of National Philanthropy Day, AFP is offering a \$50 discount to new members joining in the Active category by November 30, 2010. Visit [www.afpnet.org/about\\_afp/join\\_afp](http://www.afpnet.org/about_afp/join_afp) to download a membership form, deduct \$50 from the total and include this coupon with your payment.

\*Coupon must be included with payment.

One coupon per new member. Expires November 30, 2010.

Questions: call the AFP Membership Department at (800)666-3863.

## Welcome New AFP-WM Members!

Join us in welcoming new members to AFP-WM from February-July 2010!

**Ray Arnett**  
*Fremont Area District Library*

**Betsy Boggs**  
*Adoptive Family Support Network*

**Matthew Downey**  
*Grand Valley State University*

**Timothy DuMez**  
*The Community Foundation of Holland/Zeeland Area*

**Sherri Fenton**  
*Traverse Health Clinic*

**Rachel Susan Houseman**

**Jennifer Johnson**  
*Kalamazoo Loaves & Fishes*

**Kristin Linscott**  
*Grand Valley State University*

**Kathleen MacArthur**  
*Corporate Individual and Social Strategies*

**Amber MacKenzie**  
*American Red Cross*

**Donnell Mersereau**  
*Council of Michigan Foundations*

**Deborah Nykamp**  
*Catholic Charities West Michigan*

**Mark Randolph**  
*Randolph Consulting*

**LeAnn Secord**  
*Pilgrim Manor*

**Tracy Vansolkema**  
*Davenport University*

**Adrienne Wallace**  
*City of Holland*

**Carol Williams**  
*Senior Services, Inc.*

# 50 Years and Counting...

This year marks the 50th anniversary of the Association of Fundraising Professionals. Bithred in New York City in 1960, AFP represents 30,000 members in 212 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs.

This year also marks the 25th anniversary of AFP-WM and we celebrated these two milestones on June 18 at the JW Marriott hotel in Grand Rapids. Laura Fredricks, JD, author of *360 Degree Fundraising*, provided an engaging presentation for the participants. We also celebrated by recognizing three of the original members of AFP-WM, Nancy Owen, Russ Gabier and Don Distelberg. Nancy and Don were in attendance to share their reflections on the early days of our chapter.



Anna Goddard and Laura Fredricks

# 2010 AFP-WM Board of Directors

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## Connect with AFP-WM

Follow AFP West Michigan on Twitter, LinkedIn, and Facebook to receive timely and relevant information about chapter events, news in fundraising and network with regional colleagues.

*Connect with us today!*



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### Reach Prospective Clients

The West Michigan Chapter of the Association of Fundraising Professionals offers you the opportunity to advertise in the chapter's biannual newsletter, *Developments*.

*Developments* is published twice per year and is distributed to 600+ fundraising professionals, CEOs, Executive Directors and allied professionals.

Advertising rates based on two issue, annual insertion as follows:

**\$250 business card size**                      **\$750 half-page**  
**\$500 quarter-page**                              **\$1,000 full-page**

For more information, please contact Janice Fonger at [jfonger@kdl.org](mailto:jfonger@kdl.org).

### AFP International Mission Statement

AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.



[www.afpwm.org](http://www.afpwm.org)

*Developments*, the AFP West Michigan newsletter, is published twice yearly and is mailed to the chapter membership as well as an extended house mailing list.

#### **Developments is coordinated by the AFP-WM Communications Committee:**

Anna Goddard - Chair  
Janice Fonger

**Please let us know if you no longer wish to receive this newsletter** by contacting Deb O'Donnell, Chapter Administrator, at 616.988.8020, by fax 616.732.4481, or by mail at: AFP-WM, PO Box 6302, Grand Rapids MI 49516-6302 or [odonndeb@aquinas.edu](mailto:odonndeb@aquinas.edu).



### Job Posting Service

As a service to its members and to the broader nonprofit community, AFP-WM offers a job posting service. Interested parties are invited to contact Chapter Administrator, Deb O'Donnell, for more information. Contact Deb at [odonndeb@aquinas.edu](mailto:odonndeb@aquinas.edu), (616) 988-8020 or [www.afpwm.org](http://www.afpwm.org).

#### **Description**

position listing on AFP-WM's website plus one broadcast e-mail to our +/- 200 chapter member list

#### **Duration**

30 days on website + 1 time e-blast

#### **Fee**

AFP member	\$50
nonmember	\$100