

# DEVELOPMENTS

West Michigan Chapter Newsletter

FALL/WINTER 2004



## National Philanthropy Day

Tuesday, November 9, 2004

L.V. Eberhard Center – Downtown Grand Rapids

9:00 a.m. – 2:30 p.m.

## *Change the world with a giving heart*

Are you a negotiator, a dreamer, predictable, a non-conformist? Do you live on the edge—or plan to distraction? What about your colleagues? Your donors?! What's the point?!

Find out on November 9th as you network with colleagues, catch up on the latest, honor our profession—one that supports the highest ideals in a community, one that works to support those most in need, promotes what is beautiful and enhances the quality of life.

Join in honoring those who make it all possible—community leaders and philanthropists in West and Southwest Michigan communities.

Did I mention networking?

### *Michael Clark: The Dynamics of Motivation*

For the first time, NPD is offering a two-part workshop as one of the offerings for the morning education sessions. Our speaker is informative, funny and uses interaction with you to get his points across. You will laugh a lot and also walk out feeling more prepared to approach new and old donors to your organization.

Michael Clark, of Great Lakes Training, LLC, will take participants through a critical examination of the motivation and influence for business objectives. This is a full room exercise that is truly lively and prompts a great deal of laughter. The critical teaching point is that staff and associates (and fund raisers and donors) don't all see the world the same way. We become angered and frustrated because others don't "do it right." Yet "doing it right" is often a matter of differing personality styles. The details we focus on and what holds our attention and interest is anchored in what we consider important...which is all heavily influenced by personality styles.

This workshop will help you more fully understand yourself, your staff and your donors. What they consider important is what they will defend and they will be provoked by. The advantage to knowing their emotional personality style lies in knowing their motivation and how to build an effective rapport.



Michael D. Clark (M.S.W., C.S.W.) is a consultant, trainer, and family therapist. He is the Director for the Great Lakes Training, LLC, which is a training and technical assistance center focused on helping staffing groups gain the most from their workforce to better serve clientele. He is known nationally as a consultant and trainer to for-profit and not-for-profit businesses,

and has presented throughout the US, Europe, Canada, and the Caribbean. Mr. Clark is a national faculty member with the US Department of Justice for team-building presentations and has provided training to the Department of Health and Human Services and the State Department. He also maintains a family and adolescent psychotherapy practice in the Lansing area.



W.K. Kellogg Foundation  
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# President's Report



As the colors of the fall season tell me the year is coming to a close, I am reminded that my role as president will soon pass to my successor. During this past few months, we have seen a flurry of activity touch the lives of many fundraising professionals in the west Michigan area.

Our workshop schedule continued unabated during the summer. The recent workshops, "Fundraising From A Donor's Perspective" and "What Successful Sales People Can Teach Us About Fundraising," were well-attended and very successful. The Education Committee will produce an October workshop on Database Management to be held in Holland. Our National Philanthropy Day Committee has been planning our annual celebration to be held in Grand Rapids on November 9. I hope that you'll attend.

Our first after-hours Members-Only Reception was held in June at the Grand Rapids Community Foundation. Over 30 members came together to learn more about chapter activities and the Community Foundation as well as welcome new members and renew old friendships.

The Scholarship Committee has made its first awards in recent years. Our chapter was fortunate to have had original founders who established scholarship endowments at the Kalamazoo and Grand Rapids Community Foundations. We can now promote excellent fundraising educational opportunities in Grand Rapids and beyond our region that may have been too expensive for worthy individuals. Speaking about the history of our chapter, please visit our website to learn about our chapter's growth and past leadership.

We are all grateful for all our members and their support for our profession. Many of you have gotten involved in our chapter's activities and have left your own legacy in west Michigan. Like many valuable goods and services, membership fees must also increase periodically. Our AFP membership dues will increase approximately \$20 beginning January, 2005. I hope that you will consider this increase an investment in our profession. The services that our chapter and international office provides to us and our organizations through its advocacy on the national stage have been a great help to professional fundraisers.

Bill Weitzel, President  
AFP West Michigan Chapter

*Bill Weitzel is Planned Giving Director at Aquinas College, Grand Rapids*



## A Note from the Membership Chair

"Forty members of AFP West Michigan attended the 'Members-Only Reception' from 5:00 to 6:30 on June 24 at Bite in Grand Rapids. The Grand Rapids Community Foundation hosted the wine and cheese reception and then members were invited to tour the Foundation offices located just above Bite in the Waters Building. Our thanks go to Lon Swartzentruber and the Grand Rapids Community Foundation for hosting the event. We would like to hold two more "Members-Only Receptions" in Holland and in Kalamazoo and are seeking a site. If you are interested in hosting the event at your organization, please contact Mary Sumners at 616-454-4771 Ext. 12.

# 2004 National Philanthropy Day

## 2004 Award Recipients

### James W.F. & Donna K. Brooks, Distinguished Philanthropist

*Presented to an individual or family who has donated more than generously from personal resources to a variety of philanthropic causes and whose generosity encourages others to take leadership roles toward philanthropy and community involvement.*



Over the past several years, Jim and Donna Brooks have emerged as one of the area's most community-minded couples. Together they have consistently promoted philanthropy from higher education and the arts to health science and economic development. Jim and Donna are co-chairs of Hope College's Patrons for the Arts and have financially supported campaigns for Grand Valley State University's (GVSU) DeVos Center and Cook-DeVos Center for Health Sciences. They have created two scholarships at GVSU and have donated the Lixenberg Collection of works on paper by contemporary Dutch artists.

Their contributions go well beyond their financial support; a considerable amount of their time is spent volunteering. Jim's involvement includes serving as Chair of the West Michigan Strategic Alliance, Vice Chair of GVSU's Foundation Board, Trustee of the Culver Educational Foundation, Member of the Van Andel Institute's "Hope on the Hill" Foundation Board of Governors, Member of the Macatawa Area Coordinating Council, and Trustee of the Community Foundation for the Holland/Zeeland Area.

Donna is equally as giving; she serves as Director of Homecor, Trustee of the Frederik Meijer Botanical Gardens, and Chair of GVSU Board of Controls. She spearheaded efforts to bring the Project Charlie program to Holland, was a leader in securing initial public funding for West Michigan Public Broadcasting (WGVU), and has served on the Boards of the Community Foundation for the Holland/Zeeland Area and the West Ottawa Education Foundation.

### Phil and Nancy Miller, Outstanding Volunteers

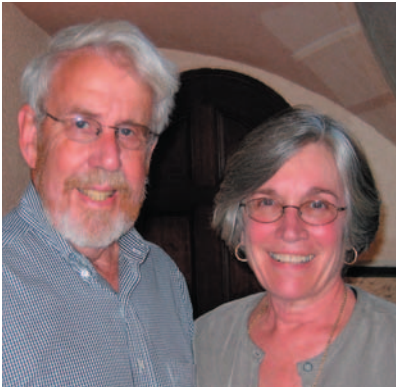
*Presented to an individual(s) whose personal commitment through volunteer efforts to a cause or causes has been extraordinary in bringing great benefit to philanthropy.*



The Millers believe in investing themselves fully in the organizations they support. Among the Holland area organizations that have benefited from their commitments are Holland Christian Schools, Hope College, and Bethany Christian Services. They both understand that writing a check is easy...it's being involved in the organization that is their greatest service. While serving on Hope College's Board of Trustees they became actively involved in supporting the Children's After School Achievement Program (CASA). This program is an outreach to local children providing tutoring and mentor relationship with a college student volunteer. Similarly, what began as being a Special Friend to a resident of Bethany Christian Service's Residential Treatment Program evolved into them coordinating the Christmas Project, for nearly 20 years. The Christmas Project provides gifts for each child Bethany has in its foster and residential care. More than 300 children benefit from their care. Service to Holland Christian Schools, through Nancy's three terms on its Board of Education and Phil's terms on its investment committee and with the Tuition Grant Fund, have helped ensure that several hundred children has access to a quality Christian education.

## Wallson and Rebecca Knack, Outstanding Volunteers

*Presented to an individual(s) whose personal commitment through volunteer efforts to a cause or causes has been extraordinary in bringing great benefit to philanthropy.*



The Knacks have been deeply engaged volunteers for many years. In their personal commitment and their willingness to work diligently in aid of others, they serve as model community citizens. Their passion energizes staff and fellow volunteers. As President of Clark Retirement Community Foundation, Wally leads efforts served through their Benevolent Care Fund. The Fund supports the individuals who live at Clark but have run out of personal financial resources. Although Wally and Becky have lent their talents and support to a broad spectrum of organizations, it is the arts that they have been most generous. Each has served on the Symphony's and Opera Grand Rapids (OGR) Board of Directors. Wally served as Chairman of the Symphony's Music Director Search, which resulted in the hiring of David Lockington. No decision shapes the future of an orchestra or its service to the community more than the Music Director.

Similarly, the Knacks were actively involved in OGR's hiring of Robert Lyall, its first general director. They were among a handful of board members who lead through the company's transition from a community arts organization staffed by volunteers to a more fully professional company. Their commitment to the arts continued with the recent involvement with the Grand Rapids Civic Theatre. Their willingness to submerge themselves has contributed to the arts in West Michigan being what they are today.

## Earle S. "Win" Irwin, Executive Leader

*Presented to a corporate executive whose outstanding leadership has marshaled business and civic support for philanthropy.*



Win Irwin has provided leadership to the Grand Rapids Community at many levels. Win chaired the Heart of West Michigan United Way 2000 Campaign raising \$17.5 million in philanthropic dollars. More recently, he has headed the Public Museum of Grand Rapids' effort to fund and bring the "Dead Sea Scrolls" to West Michigan in 2003.

Win's leadership and community spirit are perhaps more defined by his willingness to serve in efforts that are complex, seemingly unresolvable, yet with the greatest potential for impact on the community. As chairman of the Kent-Allegan Workforce Development Board, Win coalesced business, government, schools, social service agencies, employment firms and nonprofits to eliminate barriers for those entering the workplace, and to best prepare workers for their positions.

This commitment has predictably led to other involvements which have made a dramatic difference in his community. Win has served as a board member of the Interurban Transit Partnership and worked hard for the passage of a millage to improve public transportation to the greater Grand Rapids area. He has served as co-chairman of the West Michigan All Kids First out of his concern for making a quality public education available for all.

## Community Foundation of the Holland/Zeeland Area, Exemplary Grantor

*Presented to a grantor organizations (i.e. foundation or corporation) or lead individual of a grantor organization that has demonstrated an outstanding commitment towards philanthropy and community involvement through support, encouragement and motivation.*



The Community Foundation for the Holland/Zeeland Area has an outstanding commitment to philanthropy. Their success is most evident in their grant-making, support and encouragement of community involvement. Formed in 1996, through the merger of community foundations separately serving Holland (est. 1951) and Zeeland (est. 1973), the Community Foundation has grown its assets from \$2 million to more than \$20 million, while awarding more than \$7 million in grants and scholarships, during that same period of time.

The Community Foundation for the Holland/Zeeland Area has awarded significant grant funding to projects from the construction of Hope College's DeVos Fieldhouse and start-up of the Zeeland Public School's Dance Program to the Culinary Arts Training Institute's job preparedness program at Holland Rescue Mission and the building of a pedestrian bridge at a park located on Zeeland's west side.

Additionally, through its Youth Advisory Committee, consisting of 17 teenagers from five area high schools, the Community Foundation promotes volunteerism, service and philanthropy among youth. The Community Foundation for the Holland/Zeeland Area's strategic and purposeful activities are ensuring a legacy of caring that will support the community well into the future.

### **Molly Parker, Benjamin Franklin Award**

*Presented to an outstanding individual fundraising executive who has demonstrated creative and exemplary leadership, a continuing involvement in professional development activities, and commitment to the Code of Ethics and Professional Practice of Fundraising Executives.*



Molly, a fundraising professional with over 25 years experience, is the Vice President of Development at the Grand Rapids Community Foundation. Previously she served as the National Director of Planned Giving for the Muscular Dystrophy Association and more recently Grand Rapids YWCA where she raised funds to build the Center for Women.

Molly's care and concern for the community has endeared her to her peers and those she serves. She is a Past President of the West Michigan Planned Giving Group, and has served as a board member of the Association of Fund Raising Professionals. Molly, a former board member of Grand Rapids Opportunities for Women, serves on the board of the University Club and Women's City Club, and nominating committee of Opera Grand Rapids.

Molly has also provided key leadership in growing the number of women in the profession of development. She helped to found the "Women in Development" network in West Michigan and has mentored many women in the development field. One colleague said it best, "Molly has always been my sounding board. She will always give solid advice when asked. She has taken me under her wing, provided me with good, unbiased opinions, and has helped me make the right career choices."

### **St. John's Home, Chapter Award**

*Presented to a not-for-profit organization or institution that has demonstrated a history of effective and creative fund raising strategies, an above average return on fund raising expenses, strong community accountability, and continuing success in securing public and private support for its programs and services.*



St. John's Home, founded in 1889, is a non-denominational facility devoted to the treatment of abused and neglected youngsters by providing love, hope and human dignity in an intensive therapeutic home-like atmosphere. The Agency operates four successful programs, including a residential treatment program, and the KidsFirst Program, Kent County's emergency shelter for children, which serves approximately 650 children during the year ranging in age from infant to 17 years. Additionally, they

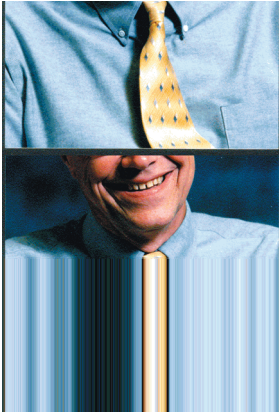
provide Host Home, foster placement program, and the Discovery Program, a day-treatment substance abuse program for teenagers.

Their commitment to serving is also reflected in the responsible stewardship of their assets. St. John's Home is fiscally responsible, and, with a dedicated staff, operates at 1/3 the cost of similar facilities in Michigan. The community has embraced St. John's Home. Since 1998, when they hired their first full-time Development Director, St. John's Home employed several new development efforts, such as Wendy's Change a Child's Life Program and growing the Guild's Annual Gala. Similarly, donor support has risen to include more than 6,000 individuals and organizations, a 70% increase, and the level of support has increased significantly.

While other children's homes across the state have been closing their doors and cutting programs due to lack of funding, St. John's Home commitment to finding alternative funding, and search for programs to better serve children has earned the support of the community.

# 2004 National Philanthropy Day

## **Bert Bleke:** **Keynote Speaker**



Success in building communities through philanthropy is often equal parts caring, determination and inspiration. No one is more caring, determined, or inspired than Grand Rapids Public Schools (GRPS) Superintendent, Bert R. Bleke. Mr. Bleke will offer his own special wisdom and recipe for success as NPD 2004's keynote speaker.

Two years ago, in one of his first actions as superintendent, Bleke declared that the district would focus on reading as the key to success for its students. His belief is that without good reading skills, the doors to success in other academic areas and in life are closed for students.

In the new Grand Rapids Public Schools, school leaders have developed and implemented a preK-12th grade Instructional Model aimed at improving student academic success. The GRPS is one of the first school districts in the country to clearly outline its expectations for quality teaching through such a comprehensive districtwide instructional plan.

In 2004, Mr. Bleke initiated the development of a unique Parent & Community Engagement Model for the Grand Rapids Public Schools that is being put in place in a school this year to ensure community and family involvement in school planning and activities.

Under the Bleke administration—in the new Grand Rapids Public Schools—community trust in the school district is being restored. Strong evidence came in March 2004 and June 2004 with the successful passage of a Special Education millage request and a \$165 million school facility bond proposal, respectively.

Bert R. Bleke began his term as Superintendent of the Grand Rapids Public Schools in July 2002. His 37-year career in education has also included appointments as assistant superintendent, principal, assistant principal and teacher. Mr. Bleke's education credentials include a Bachelor's degree from Valparaiso University, and Masters and Educational Specialist degrees from Michigan State University. He has also completed course work for his Doctorate from Michigan State University.

## **Marilyn Lankfer:** **Estate Planning** *the basics and what's new*

A basic primer on Planned Giving for today's fundraising professional, presented by one of the leading estate planning attorneys in our area. The session will provide an overview and offer resources especially tailored to those who don't handle such gifts regularly, or who are just setting up their planning giving shops.



Marilyn Lankfer is a partner in the Estate Planning Practice Group. Her specialties include estate planning, estate and trust administration, estate taxation and charitable giving. She was featured in the November 1998 Grand Rapids Magazine, "Top 10 Lawyers in Grand Rapids," and has been listed in the Best Lawyers in America every year since 1993. She was elected by her peers to

be a fellow in the American College of Trust and Estate Counsel. She is currently a member of the Michigan Probate and Estate Planning Council.

## **Visit the Leave a Legacy® Lounge**

The LEAVE A LEGACY® Lounge is the perfect follow-up to the Estate Planning session. Marilyn Lankfer of Varnum, Riddering, Schmidt and Howlett will be available to answer your specific questions. She will be joined by members of the LEAVE A LEGACY® West Michigan Steering Committee, who will be prepared to share information about this initiative. LEAVE A LEGACY® West Michigan is a program sponsored by the Western Michigan Planned Giving Group in association with the National Committee on Planned Giving. It is a community-based effort that encourages people from all walks of life to make gifts from their estates to the nonprofit organizations of their choice. Come take a look at the resource materials—including radio ads, PowerPoint presentations, and ad slicks—available to nonprofits who become LEAVE A LEGACY® partners.

# 2004 National Philanthropy Day

## Program

### 8:00 a.m. Registration and Networking!

### 9:00 a.m. Opening Plenary Session

Welcome and "The State of Philanthropy in West Michigan" The Honorable Sara J. Smolenski, Chief Judge of the 63<sup>rd</sup> District Court

### 9:20 a.m. Break

### 9:30 a.m. Concurrent Educational Sessions

The Dynamics of Motivation and Influence  
(2 part session)  
Presenter: Michael Clark, Great Lakes Training, LLC

Planned Giving Today (Session 1 only)  
Presenter: Marilyn Lankfer, Partner,  
Estate Planning Practice Group,  
Varnum, Riddering, Schmidt & Howlett, LLC

Leave a Legacy Lounge (Session 2 only)  
Presenter: Marilyn Lankfer, Partner, Estate Planning  
Practice Group, Varnum, Riddering, Schmidt & Howlett,  
LLC, and Leave a Legacy West Michigan representatives

### 10:30 a.m. Break

### 10:45 a.m. Concurrent Educational Sessions

### 12:00 p.m. Break

### 12:15 Luncheon

Invocation, Henry Paidea School Choir

### 1:00 p.m. Keynote Address:

Bert Bleke, Superintendent,  
Grand Rapids Public Schools

### 1:30 p.m. Awards Presentation,

William Weitzel, President,  
AFP-West Michigan Chapter

### 2:30 p.m. Adjourn

Masters of Ceremony: National Philanthropy Day 2004  
Co-Chairs, Nichole Cekola and Deirdre Toeller-Novak

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# 2004 National Philanthropy Day

Early registration is encouraged. You may find a registration blank and scholarship information on our web site [www.afpwm.org](http://www.afpwm.org)

AFP Members	\$60.00
Not Yet Members	\$75.00
Student	\$30.00
Awards Luncheon only	\$30.00

Please Register by October 25th 2004:  
By mail to: WM AFP 118 Commerce Ave SW GR MI 49503-4106  
(use our registration blank)

TO REGISTER, RETURN THIS FORM AND FEE TO:  
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Att: Chapter Administrator  
118 Commerce Avenue SW, Grand Rapids, MI 49503-4106

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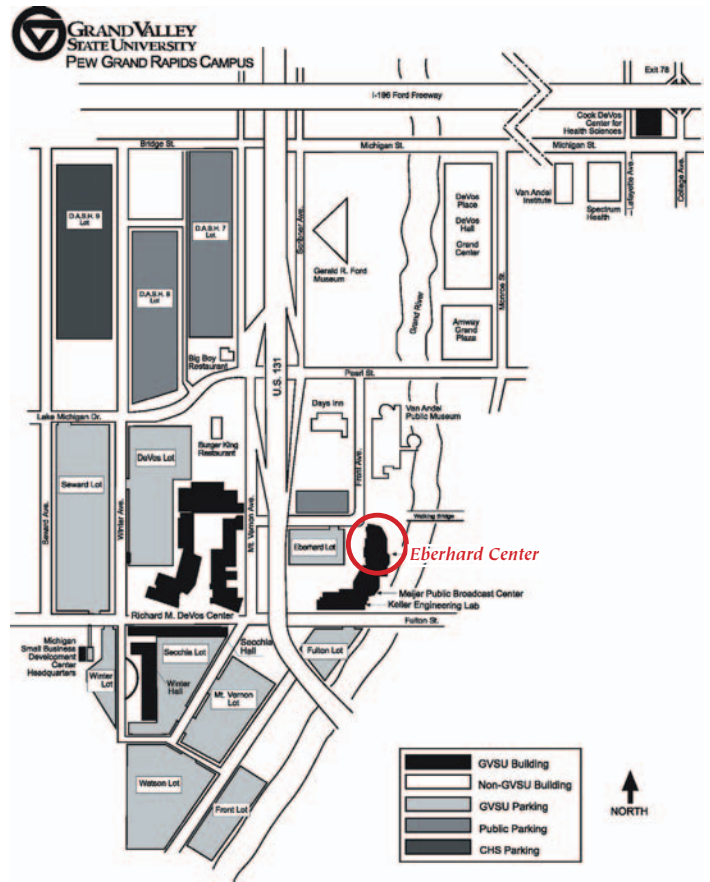
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\_\_\_\_ Check payable to AFP–West Michigan Chapter enclosed.

*I plan to attend Michael Clark's 2-part educational session  
(information needed to ensure enough materials available)*

For more information about National Philanthropy Day, please contact the AFP-NPD Information Voice Mail line at (616) 742-2383 or e-mail the AFP-WM Chapter Administrator, Deb O'Donnell at [odonndeb@aquinas.edu](mailto:odonndeb@aquinas.edu) or by fax 616.732.4481



## Directions & Parking

### Directions to Fulton Lot

US-131 Southbound - Exit at Pearl Street (#85B). Proceed through the light and go one block South to Fulton Street. Turn left onto Fulton Street and the complimentary Conference Guest lot will be on the right.

US-131 Northbound - Exit at Pearl Street (#85B). Turn left onto Pearl Street and stay in left lane. Proceed West underneath U.S. 131 and Mt. Vernon Avenue is immediately after the highway. Turn left onto Mt. Vernon Avenue and continue South to Fulton Street. Turn left onto Fulton Street and the complimentary Conference Guest parking lot will be on the right.

I-196 Eastbound - Exit at Lake Michigan Drive (#75). Turn right onto Lake Michigan Drive and stay in the right lane. The road will merge to the right and Lake Michigan Drive will change to Fulton Street. Proceed East on Fulton Street to Mt. Vernon Avenue. Go through Mt. Vernon Avenue and underneath the U.S. 131 overpass, the complimentary Conference Guest parking lot will be on the right.

I-196 Westbound - Exit at Ottawa Street (#77). Proceed through the light and continue South on Ottawa Street to Fulton Street. Turn right onto Fulton Street and proceed one block West over the Grand River and the complimentary Conference Guest parking lot will be on the left.

# CFRE – Something to Consider



Of the 170 members of the Association of Fundraising Professionals-West Michigan Chapter, 31 hold The Certified Fund Raising Executive (CFRE) credential. This is an impressive number, yet also illustrates the potential for more members to become CFREs. This spring, I agreed to serve as the Certification Chair for our chapter. One of the first things I would like to do is to better inform our members about this credential and recognize those who have obtained this level of distinction in the field of fundraising.

Many fundraisers often ask the question, do I need the credential? In a recent article printed in the Chronicle of Higher Education, it cited the primary reason that professionals obtain the CFRE is for personal achievement and satisfaction. Beyond that, the CFRE demonstrates your commitment to your profession, your achievements, integrity and mastery of the philanthropic fundraising profession. Employers are often impressed with the certification as it reflects a certain level experience, professionalism and drive.

To obtain the CFRE, one must have worked in the field for a minimum of five of the most recent eight years. There are three steps to CFRE certification: completing an application, taking the examination, and agreeing to uphold a code of ethics. The test's content spans prospect identification, solicitation, donor relations, volunteerism, management, and accountability. Exams are given in various locations throughout the year. To view the current schedule, visit [www.cfre.org](http://www.cfre.org)

Planning for the CFRE applies to everyone in fundraising, whether you are in your first year or have the required five years of experience. Your application will require you to demonstrate 80 hours of academic and continuing education, so save your registration forms and programs for all the workshops and conferences you attend. You should also keep a file of annual reports or other documents that summarize your fundraising totals. Service points are required, which means you should keep track of your participation in professional associations and community organizations.

The West Michigan Chapter CFRE professionals are some of our most distinguished colleagues. Perhaps we too will become a part of this group.

For more information, visit the CFRE website at [www.cfre.org](http://www.cfre.org), or contact me at [frillmann@hope.edu](mailto:frillmann@hope.edu).

Kate Frillmann, Certification Chair  
AFP West Michigan Chapter

## AFP-WM members who hold the CFRE credential

Mary Louise Avery, Clark Foundation  
Kathi Bates, Holland Christian Schools  
Samuel Beals, Christian Counseling Center  
Robert Berkhof, Calvin College  
Todd Buchta, Grand Valley State University  
Peter DeBoer, Development Strategies, Inc.  
Donald Distelberg, The Timothy Group  
Richard Eppinga, Calvin Theological Seminary  
Kathryn Fore, Aquinas College  
John Greenhoe, Western Michigan University  
Brenda Hunt, Battle Creek Community Fund  
Alice Kemerling, Gilmore Keyboard Festival  
Roger Krahn, Monaghan Associates, Inc.  
Henry Kroondyk, Home Repair Services  
Kathy Lievense, NW Michigan College Foundation

Mary McLean, Family and Children Services  
Keith Meyering, Bethany Christian Services  
Juddee Milito, J. Milito and Associates, Inc.  
Debra Minton, YMCA of Greater Grand Rapids  
Debra Mixis, Lakeside Treatment and Learning Center  
Nancy Owen, The Owen Group Ltd.  
William Schmiedicke, Monaghan Associates, Inc.  
Nikki Sobkowski, Grand Valley State University  
Janet Stillwell  
Joan Thomas  
Edward Tolsma, The Timothy Group  
Vicki Weaver, Blodgett Butterworth Health Care and  
DeVos Children's Hospital Foundation  
Robert Williams, Philanthropy for YMCAs  
Scott Wolterink, Hope College  
Donald Zeilstra, Ketchum, Inc.

# AFP's Every Member Campaign: Supporting Philanthropy

2004 Co-Chairs: Lon Swartzentruber and Scott Wolterink

Your support of the Every Member Campaign and the AFP Foundation supports initiatives that benefit the membership, increase accessibility to educational programs, fund innovative research, and influence public and institutional opinions of fundraising and philanthropy.

On the local level, donations come back to the chapter through the Every Member Campaign Chapter Partnership Grant program—returning 25 percent of the contributions received from AFP West Michigan members to fund chapter activities that advance ethical and effective fundraising.

“Thank you,” AFP West Michigan for your support—and especially to the following 63 individuals who made their personal commitment totaling \$8,020 toward a goal of \$7,300 to the 2004 Every Member Campaign:

## **President's Club (\$1,000 to \$2,499)**

Robert C Williams, CFRE

## **Gold Medalist (\$500 to \$749)**

Juddee Milito, CFRE

## **Sterling Medalist (\$250 to \$499)**

Kathryn Bates, CFRE

Kate Frillmann

Debra Minton, CFRE

Ron Rozema

Deirdre Toeller-Novak

William Weitzel

Scott Wolterink, CFRE

## **Silver Medalist (\$100-\$249)**

William Anderson

Chiquita Elmore-Barbee

Pamela Bayes

Nicole Cekola

Don Distelberg, CFRE

Jay Ediger

Nelson Grit

Scott Halquist

Keith Hopkins, CFRE

Brenda Hunt, CFRE

Victoria Janowiak

Janet Carboneau-Jones

Lynne Jackson

Susan Machiela

Patrick McLaughlin

Melanie Meengs

Keith Meyering, CFRE

Linda Postma

Victor Sanchez

Mary Sumners

Lon Swartzentruber

Edward Tolsma, CFRE

## **Bronze Medalist (\$50-\$99)**

Mary Louise Avery, CFRE

Bob Berkhof, CFRE

Cheryl Blouw

Thomas Bratt

Deborah Dingwall

Kathryn Fore, CFRE

Barbara Hoag

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Hank Kroondyk, CFRE

Robert Laarman, CFRE

Kim Loftus

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Michelle Rabideau

Julie Ridenour

Sherie Veramay

Bruce VanderMolen

James Visser

## **Other Donors:**

Todd Buchta, CFRE

Barb Coleman

Susan Feldkamp

Angela Graham

Anne Jarrad

Robert Johnson

Alice Kemerling, CFRE

Marcie Lewis

David Malin

Deb O'Donnell

Bernard Palchick

Pamela Spencer

Joan Thomas, CFRE

Aaron Winters

# *AFP-West Michigan Scholarship*

## *Thoughts on Attending the AFP Midwest Conference on Philanthropy*

Thank you so much to the AFP-West Michigan Chapter for awarding me a scholarship and giving me the opportunity to attend "WHAT'S NEXT", the 9<sup>th</sup> Annual AFP Midwest Conference on Philanthropy in early September.

It was wonderful to attend this conference in downtown Chicago, a community whose very cityscape is enriched with the fruits of philanthropy, including Grant Park, the Art Institute, and the eye-popping new Millennium Park.

The break-out sessions I attended were overwhelmingly helpful, presented by seasoned and accomplished fundraising professionals as well as donors with true commitments to their causes and communities. Stand-out sessions included "How to Ask," featuring donor/solicitor role playing exercises that I will surely "borrow" to train my volunteers. Also notable was a session that encouraged participants to explore what's ahead on our own career paths. At other break-outs I picked up a wealth of ideas for donor involvement and recognition.

I was also afforded an opportunity to learn more about the CFRE professional certification, the attainment of which is now a personal goal to be achieved by 2006.

The keynote and plenary sessions were equally thought-provoking, challenging the collected development professionals to be mindful of our vital places in advancing the field of philanthropy and in strengthening the bonds of our communities through our networks.

Speaking of networking, as with so many conferences, this was an outstanding opportunity to meet other development professionals, representing a wide variety of causes and stages of professional experience.

On the whole, the conference was an energizing experience for me, allowing me to break from the "tyranny of the urgent" and revisit the broader context of our development profession and its best practices. By the end of the conference I had filled three pages of my legal pad with ideas, to-do's and wisdom nuggets. Now comes the perennial challenge of putting them all into practice!

Mark Petz  
Development Director  
Grand Rapids Bar Association /  
Justice Foundation of West Michigan

## *Scholarship Guidelines*

### **Purpose**

The purpose of the AFP Scholarship Fund is to promote and enhance the professional development of fund development professionals in our service area and encourage involvement and membership in the AFP-West Michigan Chapter.

### **Guidelines**

The AFP Scholarship Fund will fund 50% (not to exceed \$1,000) of the cost of tuition (including room and board) of a fund raising training program, such as those offered by GVSU, the Fund Raising School at IUPUI, AFP International, or other approved program.

AFP Scholars and the AFP scholarship program will be recognized throughout the year in newsletters, educational events, e-mails, and National Philanthropy Day.

### **Qualifications**

Recipients must have development responsibilities within the qualified 501(c)(3) in which they work. One scholarship per individual per organization will be given each year.

### **Applications**

Applications are accepted throughout the year and awarded at the next available meeting of the AFP board after submission. Applicants will be notified within 30 days of receiving the application.

Applicants must submit a one-page summary that includes the following:

- 1) Name of individual taking the course and name of the organization where he/she works
- 2) A copy of the organization's IRS 501(c)3 determination letter
- 3) A copy of the class registration form from the IUPUI or GVSU Fundraising School
- 4) The amount requested by the applicant.
- 5) Submission can be sent to WMAFP, c/o Chapter Administrator, 118 Commerce Avenue, SW Grand Rapids, MI 49503, or to the Scholarship Chair.

FOREMOST GRAPHICS  
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## **Partners in Philanthropy**

**William R. Schmiedicke, CFRE, President**

**Roger A. Krahn, CFRE, Vice President**

**Sandi Frost Parrish, CFRE, Senior Project Director**

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## Advertising Rates

Don't miss this unique opportunity to reach hundreds of fundraising professionals who may be looking for your services.

The West Michigan Chapter of the Association of Fundraising Professionals is offering you the opportunity to advertise in the chapter newsletter, **Developments**.

**Developments** is published twice a year and is sent to the 175-membership base of Fundraising Professionals who work in non-profit organizations in West Michigan. Along with the members, the chapter will be mailing this newsletter to our 2,500-name house list of non member fundraising professionals, CEO's, Executive Directors as well as allied professionals.

Advertising rates for 2x annual insertion as follows:

\$250.00 Business Card Size

\$750.00 1/2 Page

\$500.00 1/4 Page

\$1,000.00 Full Page

Your commitment and camera ready artwork must be submitted one month prior to publication date, see back panel for information. Please email if you have questions to:

Pamela Bayes  
Chapter Communications Chair  
Grand Rapids Opportunities for Women  
25 Sheldon SE, Suite 210  
Grand Rapids, MI 49503  
W 616.458.3404 • F 616.458.6557  
E-mail: [pbayes@growbusiness.org](mailto:pbayes@growbusiness.org)

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## National Mission Statement

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



Association of Fundraising Professionals  
West Michigan Chapter  
United Way Center  
118 Commerce Ave SW  
Grand Rapids, MI 49503-4106

*Developments*, the West Michigan AFP newsletter is published twice yearly and is mailed to the chapter membership as well as the extended mailing list by the Association of Fundraising Professionals, West Michigan Chapter. Deadlines for submitting materials are August 1 (fall/winter issue); March 1 (spring/summer issue). Comments and editorial may be addressed to: Pamela Bayes, Editor, *Developments*, WM Chapter AFP, 25 Sheldon SE, Suite 210, Grand Rapids, MI 49503, Office 616.458.3404, Fax 616.458.6557, Email [pbayes@growbusiness.org](mailto:pbayes@growbusiness.org).

Please let us know if you no longer wish to receive this newsletter. Please contact Deb O'Donnell, Chapter Administrator, at 616.742.2383, by fax 616.732.4481, or by mail at: AFP WM, United Way Center, 118 Commerce SW, Grand Rapids, MI 49503-4106 or at [odonndeb@aquinas.edu](mailto:odonndeb@aquinas.edu).

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