



## **AFP NEWS**

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### **AFP - GENESEE VALLEY NY HONORED AS TEN STAR CHAPTER**

(Arlington, Va.) – The Association of Fundraising Professionals (AFP) Genesee Valley NY Chapter has been named a 2011 Ten Star Chapter.

Every year, AFP, the largest association of professional fundraisers in the world, honors chapters for achieving goals that align with key objectives in its long-range strategic plan. Chapters receive the Ten Star Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy.

**Of the 213 chapters in AFP, 96 chapters received the Ten Star Award for 2011.**

Ten Star Chapters are recognized at the AFP International Conference on Fundraising. Chapters also earn the privilege of displaying the Ten Star logo on their website, newsletters and stationary.

“I want to congratulate the Genesee Valley Chapter, which is playing a key role in the Rochester, NY area in promoting ethical and effective fundraising and educating the public about the importance of philanthropy and wise giving,” said Andrew Watt, FInstF, President and CEO of AFP. “Our Ten Star Chapters have demonstrated outstanding programming and leadership for the fundraising, and I’m pleased to recognize their outstanding efforts. If

individuals and organizations in the Rochester, NY area have questions about fundraising and philanthropy, they should definitely contact the Genesee Valley Chapter.”

Criteria for the award are determined by AFP International Headquarters. A list of several goals is published annually, and chapters must accomplish 10 of these goals during the year and submit a nomination form for verification to be honored.

For more information on the Ten Star Award process, please visit [www.afpnet.org](http://www.afpnet.org).

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The Association of Fundraising Professionals (AFP) represents 30,000 members in 229 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. For more information, visit [www.afpnet.org](http://www.afpnet.org).

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