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AFP GENESEE VALLEY CHAPTER HONORED AS TEN STAR CHAPTER

(Arlington, Va.) – The Association of Fundraising Professionals (AFP) Genesee Valley Chapter has been named a 2014 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 238 chapters in AFP, 86 chapters received the 2014 Ten Star Award.**

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 AFP Genesee Valley Chapter, which is playing a key role in the Greater 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 Greater Rochester area have

questions about fundraising and philanthropy, they should definitely contact the AFP 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.

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Since 1960, AFP has inspired global change and supported efforts that generated over $1 trillion. AFP's nearly 30,000 individual and organizational members raise over $100 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world. For more information or to join the world's largest association of fundraising professionals, visit www.afpnet.org.

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