

PRESIDENT'S MESSAGE

Dear Members:

The fall season is here and while we all find the colorful scenery and sunsets appealing, what is probably more “appealing” is you. Like me, you are likely very busy sending out your fall appeal and carrying out year-end fundraising, as well as planning for 2017. As my first year as Chapter President draws to a close, and I know how busy my colleagues are, I am ever grateful for our volunteers, committee chairs, and board members that take the time to provide valuable opportunities and benefits for our members. Whether you participate in educational programs, scholarships, or networking events, I hope that you find value in these many choices offered to you.



In addition to being thankful for these volunteers and opportunities, I find that there is much to celebrate regarding our profession. I hope that you will join me on November 4th as we celebrate philanthropy and recognize the local corporations, foundations and individuals whose generosity and charism has had a tremendous impact on our community. This annual event celebrates all those that partner with us to make incredibly good things happen in our community. Lives are truly changed due to the many services that our organizations offer. I recently learned that there are more than 3500 non-profit organizations in Rochester. The fact that each agency has the support of donors, volunteers, boards and committees that sustain us and help us to carry out our work is nothing short of a miracle.

I hope that you find the AFP programs and camaraderie among members worthwhile. If so, here's one more appeal--I hope that you will consider giving back by making a gift to the Be-the-Cause Campaign. Your gift will enable our chapter to continue our work and offer these programs and events in the coming year. Please go to www.afpgv.org to make your gift.

I look forward to seeing you at our annual meeting on November 30th where we will elect new Board members and begin planning for 2017.

As always, I thank you for your support and participation in the success of the Genesee Valley Chapter.

Sincerely,



Anne McKenna, CFRE
Director of Development and Communications
St. Joseph's Neighborhood Center, Inc.

WELCOME NEW MEMBERS!

Alyssa Belasco

Women's Foundation of Genesee Valley

Peter Burch

The Charles Finney School

Tate Decaro, MS, BA

Writers & Books

Matt Flanigan

Flower City Habitat For Humanity

Kimberly Kenna

Greater Rochester Area Partnership For the Elderly

Jennifer Macintyre

University of Rochester

Ann Marie Pennella

Girl Scouts of Western New York

Beverly Rhodes

Girl Scouts of Western New York

Heather L Rickett

E.F. Thompson Foundation

Patience Thai

The Salvation Army

Anna Valeria-Iseman

Open Door Mission

Ms. Sarah Viggiani

The Green Angels

Kelly Wolfe, MSW

Lollypop Farm, Humane Society of Greater Rochester

Association of Fundraising Professionals
- Genesee Valley Chapter

PO Box 425, Spencerport, NY 14559
tel: 585-586-7810 | fax: 888-366-9196
eml: info@afpgv.org | web: www.afpgv.org
twtr: @afpgv | fb: www.facebook.com/afpgv

Chapter & Verse newsletter

Juli Stefani and Meghan Mueller, Co-Editors,
Wayne Bulling, Graphic Design

MEET THE 2016 NATIONAL PHILANTHROPY DAY WINNERS

Outstanding Young People in Philanthropy – Individual:

Though **Megan Norton's** direct financial support has been limited by her young age, she has made up for this through a spirit of giving that goes back to her time in Atlanta Georgia when a close family friend was diagnosed with cancer. Megan led several friends in holding a lemonade stand to support that friend. Over the last two years, Megan led a team of walkers to raise over \$6,300 to support the Alzheimer's Association's annual Walk to End Alzheimer's in honor of her mother, Amy, who is living with early onset Alzheimer's disease.

Outstanding Young People in Philanthropy – Individual:

For the past four years, **Alice Yawman** an eighth-grader, has been raising funds for the 4 Walls Project in Rochester, which has been changing the lives of families in the Nicaraguan town of El Sauce by building homes for those in need. From 2013-2015 Alice raised \$2,000 per year, which is the cost of building a safe, sturdy, brick house in Nicaragua. In 2016, she raised over \$4,000, exceeding her yearly goal by 100%. Therefore, she has enough funds for her fourth and fifth homes. In total, she has raised over \$10K for this project. Not only does she raise the funds for these homes, she goes to Nicaragua and helps build them.



Outstanding Young People in Philanthropy – Group:

Brighton High School Friends of Rachel Club has existed for 10 years in honor of Rachel Joy Scott, the first person killed in the Columbine High School shooting in 1999, with the purpose of continuing her simple acts of kindness. The current BHS Friends of Rachel group is comprised of seven officers and more than 50 BHS student volunteers. It is a unique group of students who represent a broad spectrum of the student body. The group raises funds for local families in need through local charities such as Open Door Mission and Willow Domestic Violence Center. They exist to inspire every person to create positive change in their communities.

Outstanding Volunteer Fundraiser:

Michelle Ashby Michelle is committed to the positive development of our community and has a genuine passion for helping to improve the housing situation here in Rochester. Beginning in 2007, Michelle became an active member of the Flower City Habitat board of directors where she employed her marketing and public relations expertise to help their committees expand and improve their outreach. Michelle was at the helm as chairperson of Habitat's 2015 Roc Properties gala, which broke a fundraising record. Michelle has helped to build 12 houses with Habitat over the years. Michelle has been on the board of Willow for many years and serves on their Safe Place Campaign Committee that raised funds for their new location. She has also raised funds for an onsite pet shelter at Willow. Through her tireless

organizing and advocating for housing stability, Michelle has had an impact on the lives of individuals and families in our community.

Robert A. Clinger Outstanding Fundraising Professional:

Carol DeMoulin earned her M.A. from Syracuse University in 1983, and she worked for the American Cancer Society in Louisiana. In 1985, she returned to Rochester, and joined the Leukemia Society as Assistant Executive Director, and was later promoted to Executive Director. While there, she increased fundraising by 178% of expected goals. She went on to work at the National Kidney Foundation of Upstate New York before going to the Arthritis Foundation in 1996 as President/CEO. During her 12 years there, the annual budget grew from \$224,000 to \$1.6 million. Carol then went on to serve in the position of Senior Vice President of Marketing and Development for the Catholic Family Center, and since 2010, her position is President of Ronald McDonald House Charities. Throughout her career, these organizations and the community have benefited from her fundraising skills. Carol also gave back to the profession by volunteering for many years with AFPGV, and having been chapter president.

Outstanding Corporation:

Passero Associates is a planning, engineering, architectural design, surveying, sustainability, program management, construction administration, inspection and design-build services firm. As part of the firm's philosophy of giving, Passero Associates returns at least 10% of firm profits every year to the communities in which they work. They also promote philanthropy with other businesses. Their company philosophy focuses on contribution not only financially, but time and talent also, where professional expertise is given to nonprofits. Employees, encouraged by the firm's leadership, have supported and participated in: the Stroll for Strong 5K a fundraising walk to support Golisano Children's Center, Habitat for Humanity Leaders Board, United Way Day of Caring, Salvation Army Bell Ringing, Rochester Clean Sweep, and many other organizations

Outstanding Small Business:

PetSaver Healthy Pet Superstore is a locally owned small business with three Rochester locations, providing healthier alternatives to traditional pet foods. The business grew out of founder Russ Herman experiencing a health problem with his own pet. PetSaver donates tens of thousands of dollars each year to support organizations in our community and a customer-directed give back program involves shoppers in the giving experience. They have been Lollypop Farm's lead sponsor for their annual telethon as well as their Walk for Animals. The company also provides in-kind support in the form of supplies, use of their store space, and raffle baskets for events. In

Continued next page

NPD WINNERS *Continued from previous page*

addition, Pet\$aver partners with other small businesses in our community that give back to pet-related nonprofits.

Outstanding Foundation:


The **Glover-Crask Charitable Trust** has supported human service organizations and educational institutions across the region since its founding in 1998 by Fred and Ethel Glover. Both George F. Harris and his son John T. Harris have continued the generosity of the Glover family. Current co-Trustee John Harris has made a lasting impact on several community organizations, including the Wegmans School of Nursing at St. John Fisher College, The Children's Agenda, Mercy Flight Central, Catholic Family Center, Hope Hall, the University of Rochester, Bivona Child Advocacy Center, Camp Good Days, Monroe Community College, the Center for Youth Services, Quad-A-for-Kids, and Villa of Hope.

Outstanding Philanthropists:

John & Katherine Meisch have been active philanthropists and community volunteers for the last 30 years. Their interests are diverse from supporting their respective alma maters, to local arts organiza-

tions, and health care institutions. John and Kay invest 50% of their income back into nonprofit organizations close to their hearts. Not only do they financially support many of them at a major gifts level, but they also volunteer their time on boards and actively fundraise. They receive a lot of joy from giving and have made many wonderful friends through their nonprofit involvement.

Burton S. August, Sr. Award for Community Leadership (new award):

Charles J. August is the first recipient of the award and Burt's late brother. Chuck started Monro Muffler Brake, Inc. in 1957 and grew the business to over 100 stores before retiring in 1987. He was a community volunteer, leader, and philanthropist extraordinaire. His first love was The Boy Scouts where he generously volunteered his time over a span of more than sixty years. He was very active with the United Way of Greater Rochester, the Park Ridge/Unity Hospital and many others, where he served on committees, annual campaigns, and held leadership positions. As giving as Chuck was with his time, he was also financially generous to many local organizations and was a true leader in philanthropy for the Rochester region. 

FIVE TIPS FOR ENGAGING YOUR PROGRAM STAFF

by Meghan Mueller

Incorporating your program staff in your fundraising efforts is a critical way to help engage donors with your organization's mission. But with the busy day-to-day tasks of serving your clients and running your programs, how do you involve your program staff on a meaningful level? Here are five basic tips:

1. THE CHICKEN OR THE EGG – ENGAGE THEM EARLY

Ultimately, our goals are aligned with our program staff – we are raising money for the services they provide, to uphold the mission of the entire organization. The key to getting and keeping them engaged is to engage them early. At the inception of an idea or new fundraising strategy, invite them into the conversation. The needs of your program staffers will inform your fundraising strategy and focus.

2. MATCHMAKING – LINKING YOUR DONORS TO PROGRAM STAFF

Match your donor's philanthropic passion to a program staff member! A quick coffee or luxurious lunch with a program staff member could make all the difference in bringing a donor closer to your organization. Your program staffer will learn more about your fundraising strategy and how their help is critical in achieving your goals. This transparency will help engage your program staff member in the future.


3. LIFE OF THE PARTY – DON'T FORGET TO INVITE YOUR PROGRAM STAFF TO SPECIAL EVENTS!

Inviting your program staff to your special events will make them feel more involved with your fundraising efforts. Invite them as a guest and encourage them to enjoy the event. Introduce your program staff members to your generous donors to link their gifts to the people who execute your mission. Your donors will leave the party knowing more about your cause.

4. STORYTELLERS – INSPIRATION FOR YOU!

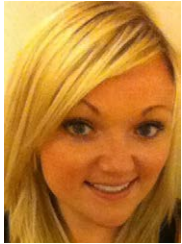
Our program staffers are the people in our organization who are the closest to the people we serve. They often have the best stories – some heart breaking, some uplifting. Take the time to take your program staffers out to coffee or lunch to hear their stories. It will be inspiration for you when you're writing that next appeal or grant proposal. Don't forget to thank them and show them the impact they've made!

5. CELEBRATE – SHARE YOUR FUNDRAISING SUCCESSES!

Just got that big grant? Blew through your annual fund goal? As you celebrate with your fundraising team, don't forget to share your successes with your program staff. Let them know how much you appreciate the work they do to help you succeed! 

PEARLS FROM THE PROS

Hear from our Pros on their secrets to creating a successful fundraising event.



From Terra Keller, Chief of Staff, Foodlink, Inc.

“My secret to event planning is plan to minimize stress. Take time to plan all aspects of the event start to finish, and then take it one step further and think through possible issues that could arise and have contingency plans ready. If you do this, the day of the event will be a breeze and even if a surprise arises you are prepared to handle it and not stressed. When the event coordinator is not stressed the staff is relaxed and it makes for an overall great event. Plus, if something doesn’t go according to plan there’s a 99% chance it goes unnoticed by the attendees.”



From Lauren Bevacqua, Special Events Coordinator at Mary Cariola Children’s Center

“Two of my secrets to planning special events are to always stay super organized and to over-prepare. If you do these two things, you’ll be ready for anything that will pop-up the day of the event. There are always last minute hiccups, but if you are ready for them then it’s no problem! Roll with the punches, don’t sweat the small stuff, and stay positive – it’ll all work out in the end.”



From Jason V. Polasek, Director of Donor Relations at the Rochester Philharmonic Orchestra

“My secret to a successful donor event is to put myself in the attendee’s shoes. Walk through every step of the event and consider each interaction they will have from start to finish. Every detail makes a difference and is what can transform an event into an experience.”



From Kim Ehret, Assistant Director of Donor Relations at The College at Brockport

“It’s never too early to start planning. Make sure to have a strong plan in place that cultivates your sponsors year round, and makes them feel appreciated. Start the planning process even before the books close on this year’s event.”



From Tiffany Paine-Cirincione, Associate Director of Advancement and Community Events at Wilmot Cancer Institute, University of Rochester Medical Center

“Expect the unexpected. Plan your heart out and give it your absolute all, and keep in mind that something always goes off plan. Be ready to smile through whatever the unexpected brings; people will often remember how you handled the situation more than the situation itself.” ☺

Are you the only fundraiser in your non-profit organization?



The AFPGV Solo Shops Networking Group is comprised of fundraising professionals who are the only fundraiser in their non-profit organization. It is open to AFPGV members and non-members too and there is no fee to join. Fundraisers in a “solo shop” have unique concerns, questions, and opportunities. The Group was created to allow for networking and sharing between and among solo shop fundraisers.

Join us for our next brown bag lunch:

November 2 from 12:00-1:30PM

United Way of Greater Rochester (75 College Avenue)

Topic: Meaningful Donor Recognition – Individual and Corporate

Questions? Contact Krystyna Staub, Solo Shops Networking Group facilitator, at kstaub@starbridgeinc.org.

Please share this information with other Solo Shop fundraisers. They are welcome to attend the meetings of this Group! ☺

MEMBER SPOTLIGHT

Mary Tiballi Hoffman

Development Manager at Blackfriars Theatre



Take us on your fundraising journey! Where did you start, where did you go, what are you doing now?

My first fundraising gig was as a grant writer for The Philadelphia Shakespeare Theatre. From there, I bounced over to The Academy of Music/Philadelphia Orchestra to help plan their 154th Anniversary Concert & Ball. From there, I got offered a job Geva Theatre Center. After two years as Development Manager, I was promoted into the Institutional Giving Manager role, which I held for nearly three years. In April, I began work as the Development Manager at Blackfriars Theatre. I've had a lot of experiences with special event planning, grant writing, and corporate fundraising over the last six years.

You're at a solo shop now. What is the best part and worst part about being in a solo shop?

I get to do everything- from chatting with patrons on the phone as they purchase their tickets to rolling out new engagement initiatives. I get to take all the things I've learned and observed over the years and set the foundation for how development works at our theatre (which has never had any formal development efforts in its 67-year history). I get to create and have a voice at the table, which is wonderful! The worst part? I get to do everything- from vacuuming the lobby to cleaning the occasional toilet.

Along your fundraising journey, did you receive any stellar advice to pass to readers?

I learned a lot from the former Executive Director and former Development Director at Geva. They were fundraising machines who led by example and were wonderfully transparent about what they were doing and how they were doing it. My big takeaways from watching them work have been to be tenacious in the pursuit of your objective, take the time to ensure that you've done the necessary prep-work, donor-centering your organization is key, support and celebrate your team, and retain your sense of humor.

How long have you been an AFP member? Did your reason for being an AFP member change per position you've held?

I joined AFP when I stepped into the Institutional Giving Manager role at Geva in 2013. Now that I'm the only fundraiser at a much smaller theatre, I'm finding that my membership is an absolutely vital resource for professional development in those areas where I haven't had as much experience or training (legacy giving, capital campaigns, social media engagement, etc.) and to have a network of peers to bounce ideas off of. I actually brought up AFP in my interview and said that I would need the organization to support my membership because it would be one of our most valuable resources!

What is your favorite non-fundraising thing about Rochester?

Oh man, I love the arts & cultural scene in Rochester. There are so many things to enjoy here. Some of my favorites include: Blackfriars, obviously; The Little Theatre; George Eastman Museum; Wall Therapy; RPO; Geva; The MAG... There are too many to name!

What are some of your favorite hobbies?

Baking, refinishing furniture, acting, chasing my toddler!

Find Mary on LinkedIn: <https://www.linkedin.com/in/mary-tiballi-hoffman-21096a38>

Website: <http://www.blackfriars.org>

Upcoming Events

Wednesday, November 2, 2016

Solo Shops Networking Group
at the United Way

Topics: "Meaningful Donor Recognition - Individual and Corporate"

Friday, November 4, 2016

National Philanthropy Day Luncheon

at the Joseph A. Floreano Rochester
Riverside Convention Center

Monday, November 7, 2016

AFP Webinar at the University of
Rochester - Seminar Room
The Importance and Opportunity of
Diversity & Inclusiveness in Fundraising

Tuesday, November 15, 2016

Senior Advancement Professionals Networking Group
Happy Hour at City Grill

Wednesday, November 16, 2016

Young Professionals Networking Group

Lunch at the Corner Bakery Cafe in
Pittsford. RSVP online:
<http://whoozin.com/4HX-WMJ-6DEV>

Friday, November 18, 2016

Advancement Answers Networking Group

(formerly Capital Campaigns)
at Panera Bread in Brighton 12 Corners

Tuesday, November 29, 2016

AFP Webinar at the University of
Rochester - Seminar Room
High Net Worth Donors

Wednesday, November 30, 2016

AFPGV Annual Meeting & Holiday Party

Pomodoro's on University Avenue

Tuesday, December 13, 2016

AFP Webinar at the University of
Rochester - Seminar Room
Cold Calling and Prospecting for
Development Officers

Friday, December 16, 2016

Advancement Answers Networking Group

(formerly Capital Campaigns)
at Panera Bread in Brighton 12 Corners

Dear Ethical Ethel:

My not-for-profit supports children with osteoporosis. I have a super fun idea for a “Game of Thrones” themed fundraiser. We’re going to call the event “Game of Bones” and have the logo use the same typeface as the HBO series. Isn’t that great? Since we’re a not-for-profit, there’s not an ethical issue with that, is there?

Geeked Out in Greece

Dear Geeked:

While Ethel applauds your taste, she cannot give you a high five for your idea. Sadly, this violates two parts of the AFP Code of Ethical Principles and Standards: #9 “Members shall refrain from knowingly infringing the intellectual property rights of other parties at all times. Members shall address and rectify any inadvertent infringement that may occur,” and #5 “Members shall comply with all applicable local, state, provincial, and federal civil and criminal laws.” *Game of Thrones*, both the books and the TV show, are protected by US copyright law and are the intellectual property of other parties. You cannot knowingly use this to raise money for your organization.

“But, Ethel,” I hear you saying, “what about ‘fair use?’” Yes, gentle reader, ‘fair use’ does allow the use of copyrighted material under very specific circumstances, typically for news reporting, criticism, parody, and scholarship. If you choose to pursue this theme under the banner of fair use and find yourself subject to legal action, be aware that it is up to the court to interpret ‘fair use’ and it is decided on a case-by-case basis. For more information, please see “Copyright & Fair Use Basics for Nonprofits” by the Public Counsel Law Center, <http://www.publiccounsel.org/tools/publications/files/0071.pdf>.

Happy Fundraising!

Ethical Ethel

P.S. Have a question for Ethical Ethel? Email it to ethics@afpgv.org or submit online at <http://www.afpgv.org/chapter-a-verse-newsletter>. Your question may be used in the AFPGV newsletter or in social media. However, all identifying information will be removed. ☺



CHAPTER LEADERSHIP

OFFICERS

President: Anne McKenna, CFRE

Immediate Past President:
Melanie Barnas-Simmons

Treasurer and Diversity Chair:
Gretchen Wood, CFRE

Secretary and Webinars Chair: Jillian Carter

VP of Marketing: Jared Longmore

VP of Membership:
Sarah Goldstein Post, CFRE

VP of Professional Advancement:
Michael Crisona, MS

BOARD OF DIRECTORS

*Board Member and Senior Advancement
Professionals Networking Group Facilitator:*
Melinda Goldberg

Education Committee Chair: Becky Herman

Be The Cause Campaign Chair:
Karen Humbert

Board Member: Terra M Keller

*Communications Committee Chair and Young
Professionals Networking Group Co-Facilitator:*
Emily Marullo

Scholarship Chair: Julie Murawski

Ethics Chair: Marlisa Post

Government Relations Chair: Marc Smith

OTHER POSITIONS (NON-BOARD)

Membership Chair: Christyn Sanagursky

Social Media Chair: Lauren Bevacqua

Fundamentals of Fundraising Chair:
Gerianne Puskas, MBA, CNPM

2016 National Philanthropy Day Co-Chairs:
Whitney Brice and Cynthia Pacia

2017 Regional Conference Chair:
Kristin Cook

CFRE Chair: Tammy Cohen, CFRE

*Advancement Answers Networking Group
Facilitator:* Karen Higman

Solo Shops Networking Group Facilitator:
Krystyna Staub

Awards Chair: Tracy Schleyer, CFRE

*Young Professionals Networking Group
Co-Facilitator:* Danielle Abramson Swartz

Chapter & Verse Newsletter Co-Editors:
Juli Stefani and Meghan Mueller

Chapter Administrator:
Brenda Thornton