

CHAPTER VERSE

The newsletter for fundraising
professionals of the Genesee Valley

Newsletter Contributors

Debbie Bleier
Editor

Mark Peterson, CFRE

Judith F. Lemoncelli, CFRE

AFP International

Donna Pritchard

Robert P. La Fave

Debbie Salmon
Vice President, Marketing

Design by Wayne Bulling,
Parachute Graphics,
wbulling@rochester.rr.com

Chapter & Verse
is published quarterly
by the
AFP-Genesee Valley Chapter.
Send e-mail to:
dbleier@telecomp.org



Genesee Valley Chapter

P.O. Box 227
312 West Commercial Street
East Rochester, NY 14445
tel: 585 586 7810
fax: 585 385 6053
web: www.afpgv.org

B. Thomas Golisano Named 2004 Outstanding Philanthropist at the AFP International Conference in Seattle



Local businessman and philanthropist, B. Thomas Golisano has been named the 2004 Outstanding Philanthropist by AFP International. Nominated by our own Genesee Valley Chapter, the award was presented to Mr. Golisano at the Awards for Philanthropy Banquet during the AFP International Conference on Fundraising in Seattle on March 16.

Mr. Golisano is the founder, chairman, president and chief executive officer of Paychex Inc., a leading national provider of payroll and human resource services headquartered in Rochester, and owner of the professional hockey team, the Buffalo Sabres. He has demonstrated an ongoing generosity and commitment to our community through his many contributions and services.

"I am honored to receive this wonderful award," said Mr. Golisano. "I want to thank all of the Paychex clients, employees, and shareholders who made this day possible."

Some of Mr. Golisano's recent contributions include:

- \$14 million to Strong Children's Hospital, renamed Golisano Children's Hospital, enabling the hospital to begin a comprehensive fundraising campaign;

- \$14 million to Rochester Institute of Technology, which allowed the university to launch the development of a new college that incorporates computing and the Internet with information sciences;
- \$5 million to Thompson Health in Canandaigua to help create the Golisano Center for Emergency and Diagnostic Medicine;
- \$5 million to Roberts Wesleyan College to construct a library and information resource center; and
- \$5 million to Nazareth College to help renovate the institution's academic complex that will house numerous schools and departments.

"Mr. Golisano's dedication and generosity to the community of Rochester knows no bounds," said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. "He sees a need and works with the community to fulfill that need - a trait that we should all aspire to. AFP is honored to recognize him as our 2004 Outstanding Philanthropist."

Mr. Golisano's generosity does not stop with local colleges and medical facilities, but encompasses a whole range of issues and activities. He founded the

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SAVE the date!

October 1st, 2004: The Annual Great Lakes Regional Fundraising Conference

Let's face it - it's hard to keep up. For most development professionals communicating with donors, volunteers, staff, and peers, and managing the daily barrage of e-mail, voice mail, fax and "snail" mail is a fulltime job in itself. Add to that the increasing challenge of identifying, soliciting, and then stewarding a diverse array of donors covering many different generations with a variety of interests and needs.

It's no surprise that many professional fundraisers are asking themselves: What do donors of the 21st century look like and how can I effectively reach them, creatively engaging board members and other community leaders?

Continued inside

From the President

In my first ten weeks as chapter president, I've had the opportunity to visit many of our committees as they move forward with this year's exciting agenda. What an amazing group of leaders we have - talented, committed, and tremendous professionals. Our first three luncheon programs of the year have had impressive attendance and the energy flow from these meetings is sparking enthusiasm within all our committees.

Planning is underway for another top-flight educational conference on October 1st and Ketchum has already been secured as our conference sponsor again this year. As we continue to seek ways to provide even greater value to you with your AFP membership, our efforts are being recognized at the national level. Several weeks ago we received word that, for the fourth time in the past five years, we would be recognized as a "Ten Star Award" winner. This prestigious designation honors those chapters who have performed specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy. Last year only 20 of AFP's 174 chapters received the "Ten Star Award." This truly does place us among the elite of AFP.

I had the honor of joining our Genesee Chapter delegation at the International Conference on Fundraising in Seattle as Tom Golisano was honored with the Outstanding Philanthropist of the Year award. We were pleased to nominate Mr. Golisano for this prestigious award and this was the second time in three years that a nominee from our chapter has been recognized with an international award. You may recall that Dan Meyers, President of the Al Sigl Center, was named 2001's Fundraiser of the Year. These honors are a true testament as to why the greater Rochester area is such an awesome community.

While these recognitions are gratifying and appreciated, the real measure of our success is providing the best educational and professional development opportunities to our members. And this is only a fraction of what we are working on.

All I will say is "Come on and join us!!" Get involved! If you're not on a committee now but would like to be a part of this wonderful work, give me a call. Let us know how we are doing and join the team.



Mark Peterson, CFRE
Chapter President

B. Thomas Golisano (continued from front page)

B. Thomas Golisano Foundation which awards grants to organizations working with the disabled and their families. He serves on the executive committee of Prevention Partners, a Rochester coalition combating illegal drugs and alcohol abuse. He has also chaired the successful capital campaigns of two local nonprofits, the School of the Holy Childhood and the Al Sigl Center.



Tom Golisano (second from left) accepts his award at the AFP International Conference.

Locally, Mr. Golisano has served on the boards of Rochester General Hospital, Norstar Bank, St. John Fisher College and on the executive committee of the Greater Rochester Metro Chamber of Commerce. And in 2003, he endeared himself to much of New York State by purchasing the Buffalo Sabres hockey team, ensuring the team would stay in Buffalo and saving it from bankruptcy.

The Award for Outstanding Philanthropist is presented to an individual or family with a proven record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility; and whose generosity encourages others to take philanthropic leadership roles on a community, national and/or international level.

Previous winners include Pulitzer Prize-winning author James Michener; Ross Perot, former presidential candidate; and Jeffrey Skoll, co-founder of eBay. ■

Great Lakes Regional Conference (continued from front page)

On Friday, October 1, 2004, an event will address that question and more: AFP's Great Lakes Regional Fundraising Conference at the RIT Inn & Conference Center, 5257 West Henrietta Road.

Hundreds of development officers, community leaders, and representatives from nonprofit boards will gather to boost their fundraising know-how, exchange ideas, update their management and teambuilding skills, tap cutting edge technology, and network with peers. A stellar lineup of development and communications experts from around the country are set to headline numerous workshops and seminars, all designed to stimulate and energize conference attendees on everything from high impact leadership to e-marketing.

Take advantage of this affordable opportunity to grow and learn with colleagues, board members and award-winning presenters and speakers from around the country and Canada. The 2004 Great Lakes Regional Conference is one of the best educational "buys" our area has to offer - don't miss it!

Please contact Judith F Lemoncelli, CFRE, Conference Chair at (585) 244-4265 or at jlemonce@rochester.rr.com for more information and an exciting offer for early bird registrants! ■

MY OPINION

By Robert P. La Fave
Gateway & Company
rlafave@frontiernet.net

A while back, I was asked to speak, as part of a group, at an AFP morning gathering on the topic "Diversity in Fundraising." I was very excited to get up and help other professional men and women understand what was necessary and how to approach a group that you might not be familiar with...like walking into a dark room.

My part of that morning was to highlight some areas to be aware of when working within the gay community. It was a wonderful experience. Not being the best public speaker, I was afraid that my words were not making a point. I was more concerned, I think, that everyone went away with more knowledge of the gay community rather than exploring the specific differences of which a fundraiser should be aware.

It was a very energetic group and we all spoke about our respective communities. As I listened to the other speakers, I realized we were all saying pretty much the same things. It became clear to me that the constants were trust, faith in the commitment of others, that you would be treated fairly and that everyone's goals would be met keeping integrity and dignity intact.

A few months after the event it hit me, and I believe it to be true. There is no difference in terms of fundraising as to diversity. If all the things talked about in the previous paragraph are met, every group would be well served and it will only strengthen future relationships and fundraising efforts. ■

If you are interested in sharing your opinion in a future Chapter and Verse, please e-mail Debbie Bleier, Communications Chair, at dbleier@telecomp.org

The results are in!

Thank you to all our members who supported the 2003 AFP Foundation Every Member Campaign.

2003
Every Member
Campaign

Because of your generous support, our chapter will receive a grant from the AFP Foundation of over \$2,400. These funds will be used to give scholarships, improve the programming of our conferences and workshops as well as pursue the AFP mission in our community.

We have also been recognized as the winner of the 2003 Highest Percent Member Participation Award for the Metro III Division. This outstanding achievement was recognized at the 2004 International Conference in Seattle, Washington.

Congratulations to our 2003 EMC Chair, Donna Pritchard and all who supported our efforts. Please accept our sincere gratitude for your generosity and your commitment to philanthropy and the future of our chapter. ■

Care Act Given New Life

The Charity Aid, Recovery and Empowerment (CARE) Act has been offered as an amendment to the Manufacturing Jobs Creation Act, giving the charitable incentives bill new life and an opportunity for approval in Congress. The amendment was filed by Sens. Rick Santorum (R-Pa.) and Joseph Lieberman (D-Conn.), the key co-sponsors of the CARE Act over the past two years. The language included in the amendment is identical to the CARE Act bill passed in the Senate in 2003.

The amendment will not receive consideration for at least a couple of weeks because of other issues regarding the bill and a short congressional recess. AFP will alert members when debate on the CARE Act is expected so they can contact their senators and urge them to vote for the amendment.

"This was a terrific move by Sens. Lieberman and Santorum," said Paulette V. Maehara, AFP president and CEO. "The jobs bill is almost certain to pass this year, so trying to attach the CARE Act to this legislation dramatically increases the bill's chances of passage. Once again, the charitable sector owes a big debt of gratitude to these two senators who continue to work tirelessly to see this legislation pass."

The CARE Act includes a number of charitable giving tax incentives, most notably the IRA rollover provision, allowing donors to transfer money from retirement accounts to charities and avoid tax penalties. The bill also contains a limited non-itemizer deduction, increased incentives for corporate giving, and a series of enhanced deductions for gifts of food inventory, scientific and technical equipment and other items.

2005 Federal Budget Proposal

The Bush Administration has unveiled a budget proposal for Fiscal Year 2005 that includes several provisions related to charitable fundraising and increasing accountability within the charitable sector. Many of the provisions that were included in past budgets were included in the most recent proposal:

- The IRA Rollover;
- The Non-itemizer Deduction;
- Enhanced deduction for gifts of food inventory;
- Reduction to one percent of the tax on private foundations' net investment income;
- Repeal of the \$150 million ceiling on qualified 501(c)(3) bonds;
- Renewal of the deduction for corporate deductions of computer technology

The two new major areas related to charitable fundraising address the issues of vehicle donations and gifts of intellectual property. The Bush budget would crack down on donors who take incorrect deductions for their vehicles and third-party operators that operate car donation programs.

In the area of gifts of intellectual property, the Bush budget would mandate that the initial deduction a donor may receive

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CARE Act (continued from previous page)

for a gift of intellectual property can only be equal to the lesser of (a) the taxpayer's basis in the contributed property, or (b) the fair market value of the property. This proposal also follows up on a recent IRS announcement regarding the overvaluation of deductions of intellectual property.

The Bush budget proposal would require that all donors get a qualified appraisal if they intend to contribute property to a charity and claim a deduction of more than \$5,000. Gifts of publicly traded securities and inventory property would not trigger such a requirement. In addition, if the donor intended to receive a deduction of more than half a million dollars, then a copy of the qualified appraisal must be submitted along with Form 8283.

AFP is concerned about the impact of some of these proposals (especially vehicle donations). The U.S. Government Relations Committee will be examining the Bush Administration's budget proposal for further impact on the fundraising profession and charitable sector.

It is possible that Congress will ignore some of the provisions. However, given that the Senate Finance Committee is working on a similar proposal, it is likely that these provisions will be seen in legislation introduced in 2004. ■

Reported by the AFP eWire — March 8, 2004

Get Involved!

Our Genesee Valley Chapter offers many ways to get involved and make a mark on your career. Here are some examples of the opportunities available:

Marketing Committee works to enhance the image of the fundraising profession, and inform members about resources available through AFP to help them succeed in their careers.

Membership Services Committee works to recruit and retain members, provide hospitality at monthly meetings, conduct membership orientations, and contact prospective members to provide information about membership.

Professional Advancement Committee helps members advance in their careers by planning monthly luncheon programs, round tables, the annual conference and much more.

Visit our web site at www.afpgv.org or contact the Chapter office at 586-7810 to learn more. ■

Looking for a good development professional?

Don't forget AFP's Executive Referral Program—the best way to reach people you want!
Check us on the web at www.afpgv.org

Spring 2004
CHAPTER
GENESEE

AFP, Genesee Valley Chapter
312W Commercial Street
East Rochester, NY 14445



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