



Genesee Valley Chapter

# CHAPTER VERSE ONLINE

## Moving Onward & Upward

### *Highlights from the AFP Great Lakes Conference: “Mount Excelsior – Take your fundraising pursuits ever higher”*

More than 170 attendees, many new exhibitors and sponsors including Grizzard, Nonprofit Works, WealthEngine, Delta Sonic, and The Little Theatre Film Society joined us at the Rochester Riverside Convention Center for the 2006 AFP Great Lakes Conference. The shift to the Convention Center coupled with a program that has received consistent high marks for its quality and depth made this year’s conference a great success.

Robert Mads Anderson, renowned Mt. Everest expedition leader, joined us as the keynote speaker. Anderson spoke about the importance of each step of a journey, as one pursues their goals—whether it is a mountain, a fundraiser, a service to others, or making an impact on the Greater Rochester

community. He shared unforgettable tales from his experiences that clearly relate to the daily challenges development professionals and community leaders face.

Other hot topics included “Major Gifts Solicitations” presented by Roberta A. Healey, MBA, ACFRE, Farr, Healey Consulting and “Sustainable Fundraising For Your Mission” presented by Linda Ray, *Raising More Money*. There was also a special session, “Elevating Sponsorships to New Heights: How nonprofits can access marketing dollars without compromising their mission” presented by Barbara Harrington & Randall Murray from The Sponsorship Network. Between each session, participants networked with resource professionals in an Exhibitors Area. ■



*Robert Mads Anderson delivers his keynote address.*



*At the Riverside Convention Center, the AFP Conference Exhibitors Area offered a variety of professional resources.*

## From the President

Summer is in full swing in Rochester...AFP is also in the full swing with a complete schedule of activities and programs.

We celebrated the move of our annual professional conference from the fall to the spring. On May 19th we had a successful day of inspiring workshops and opened our minds and ears to bring our professional selves and our personal selves to greater heights as we heard from Robert Mads Anderson on his perspectives after his amazing multiple mountain climbs, including that of Mount Everest. He was motivating and his slides were truly awesome. Special thanks to our wonderful conference planning committee, led by Paul Mastrodonato.

Our monthly programs have been tremendously successful, drawing record crowds. If you were there, you know first hand. If you were unable to attend, plan to be with us for the balance of the year so you don't miss out!

We'll keep you posted on the upcoming audio conferences as well. They are great opportunities to hear from nationally renowned speakers on current topics in fundraising, right from the comfort of your own desk or with a group of your local peers at a mutual site.

Our board has pledged to continue our work to bring you the highest level of programs and offerings that we can. If you have any thoughts, suggestions or comments, please be in touch with me or any other board member. We really do want to know what's on your mind!



Carol Anne DeMoulin  
President  
AFP, Genesee Valley Chapter  
[cdemouli@arthrititis.org](mailto:cdemouli@arthrititis.org)

## A Message from Robin Gaige: AFP Genesee Valley Chapter 2006 Chamberlain Scholar

I would like to report on my experience as a Chamberlain Scholar at the AFP International Conference in Atlanta, April 2006. In one word: awesome! I work for a not-for-profit agency that serves children and adults with disabilities, and I would not have been able to attend the conference without the scholarship. Many, many thanks to the committee and AFP for providing the opportunity for me to learn from the best!

The conference was huge, but never overwhelming. The information session for first-timers was extremely helpful and I met a number of other scholarship attendees.

The plenary sessions were inspiring, to say the least. And the conference sessions were educational, informative and challenging. I was able to bring back an enormous amount of information for Steuben ARC to use as we look toward continued growth this year and next. Leadership...strategic planning...organization...personal style and growth...tips for the smaller agencies...it was all there! I especially benefited from my two favorite sessions: *Donor-Centered Fundraising* and *A Proven System to Build a Fiercely Loyal Community Around Your Organization*. The presenters were among the best I have ever heard.

The exhibit hall was interesting and fun. While our agency is not in the market for much of the offerings due to budget restraints, I was glad to have exposure to the various vendors and talk to them about the latest products and services in fundraising.

My first visit to Atlanta and the AFP International Conference on Fundraising was the finest professional experience I have ever had. My sincere thanks for making it possible. I look forward to supporting AFP so others can have the same opportunity in the future.

Robin Gaige  
Community Relations Associate Director  
Steuben ARC

**Congratulations to  
our newest CFRE:  
Carolyn Hunt**

# Welcome to our Newest Members!

**Kendra Lee Adams**  
Director of Development  
Genesee Center for the Arts  
and Education  
713 Monroe Avenue  
Rochester, NY 14607

**Yesenia Alvarez**  
Executive Assistant to the President  
Rural Opportunities Inc  
400 East Avenue  
Rochester, NY 14607

**Mary Amparo**  
Vice President  
Community and Development  
Ibero-American Action League  
911 E. Main Street  
Rochester, NY 14605

**Kelly Barnes**  
Assistant Director, Annual Fund  
St. John Fisher College  
3690 East Ave  
Rochester, NY 14618

**Amy J. Carnahan**  
Donor Relations  
Seneca Park Zoo Society  
2222 St. Paul Street  
Rochester, NY 14621

**Mary Ellen (Mel) D. Carpino**  
Executive Director, Advancement  
Our Lady of Mercy High School  
1437 Blossom Road  
Rochester, NY 14610

**Charly Carter**  
Grant Manager  
Wilson Commencement Park  
251 Joseph Avenue  
Rochester, NY 14605

**Kelly Clark**  
Associate Director of Alumni Affairs  
University of Rochester  
685 Mt. Hope Avenue  
Rochester, NY 14620

**Carole Dowling**  
7 Thornwood Circle  
Pittsford, NY 14534

**Kristen Einstein**  
Executive Director  
Finger Lakes Health Foundation  
196 North Street  
Geneva, NY 14456

**Heather Engel, Esq.**  
Assistant Vice President  
Principal and Planned Gifts  
Rochester Institute of Technology  
116 Lomb Memorial Drive  
Rochester, NY 14623-5608

**Matt Flanigan**  
Director of Hope Lodge C.C.  
American Cancer Society  
1400 North Winton Rd  
Rochester, NY 14609

**Ben R. Giambrone**  
President  
Compeer, Inc  
259 Monroe Ave  
Rochester, NY 14607

**Becky Lynn Herman**  
Director  
Development & Hospital Foundation  
Clifton Springs Hosp & Clinic  
2 Coulter Rd.  
Foundation Office  
Clifton Springs, NY 14432

**Michael L. Hernberg**  
StewardMaker  
134 Pontiac Drive  
Rochester, NY 14617

**Melissa Louise Kiedyk**  
student  
Nazareth College  
Development Office  
4245 East Ave  
Rochester, NY 14618

**Jane K. LeBlanc, CFRE**  
Director of Development  
Literacy Volunteers of Rochester  
249 Highland Ave.  
Rochester, NY 14620

**Wendy Mervis**  
Interim Executive Director  
Camp Good Days-Special Times  
1332 Pittsford-Mendon Road  
Mendon, NY 14506

**Kraig Pannell**  
Program Director  
MOCHA Project, Inc.  
107 Liberty Pole Way  
Rochester, NY 14604

**Kim Petrucci**  
Development Manager  
Episcopal Church Home  
505 Mount Hope Avenue  
Rochester, NY 14620

**Iveth Reynolds**  
Senior Associate  
United Way- Greater Rochester  
75 College Avenue  
Rochester, NY 14607

**Nydia Padilla Rodriguez**  
Director  
Academic & Community Partnership  
RCSD  
131 West Broad Street  
Rochester, NY 14614

**Ellyn Schaefer**  
CPA/Finance/Fundraising  
Baden Street Settlement, Inc.  
152 Baden Street  
Pittsford, NY 14534

**Sandra J. Simon**  
Assistant Vice President  
Development and Chapter Advancement  
American Red Cross-Rochester  
50 Prince Street  
Rochester, NY 14607

**Allynn M. Smith**  
Executive Director  
Bishop Sheen Ecumenical Housing  
Suite 300  
935 East Ave  
Rochester, NY 14607

**Gaynelle D. Withers**  
Director, Multicultural Affairs  
Nazareth College  
4245 East Avenue  
Rochester, NY 14618

**Rodney Allen Young**  
Senior Resource Development  
United Way  
21 Gaslight Lane  
Rochester, NY 14610



# Government Relations Update:



## NEW YORK STATE

### **Legislation to require fundraising professionals to be trained on NYS law and fundraising ethics.**

Bills A09061 and S04745 would require full-time, salaried employees of charitable organizations, whose primary responsibilities are fundraising; professional fundraisers and professional solicitors, who raise more than \$1,000,000 a year, to complete an acceptable course of instruction in the law, and ethics of fundraising and philanthropy.

### **Legislation to allow nonprofits to privatize with 50% or 100% of proceeds used to form a charitable entity.**

In 2002, the NYS legislature passed a bill allowing the state to take 95% of the proceeds for healthcare union worker salaries. Additional legislation introduced by Senator James Seward (50%) and Assembly Member Pete Grannis (100%) to assure that proceeds of future transactions be set aside for charitable purposes.

### **Legislation to enact Sarbanes/Oxley reforms for nonprofits.**

This legislation is not likely to make it to a vote, but may become “de facto” standard, particularly in regard to auditing practices.

## U.S. CONGRESS

**HR 4297 (Tax Reform Act of 2005)** – Passed with no charitable incentives or reforms.

*Charitable Incentives – Sen. Grassley and Rep. Thomas are negotiating for charitable provisions to add to the pension bill currently in committee and due for a vote. Or, they could introduce an independent tax bill to help the mid-term elections. Or, they could sponsor a package in the lame duck session after the mid-term elections.*

- IRA charitable rollovers direct to NFPs
- Non-itemizer deductions
- Contributions of food inventories, stock, conservation contributions
- Contributions of art, musical and literary compositions
- Reimbursements for volunteer use of automobile at standard IRS bus. rate

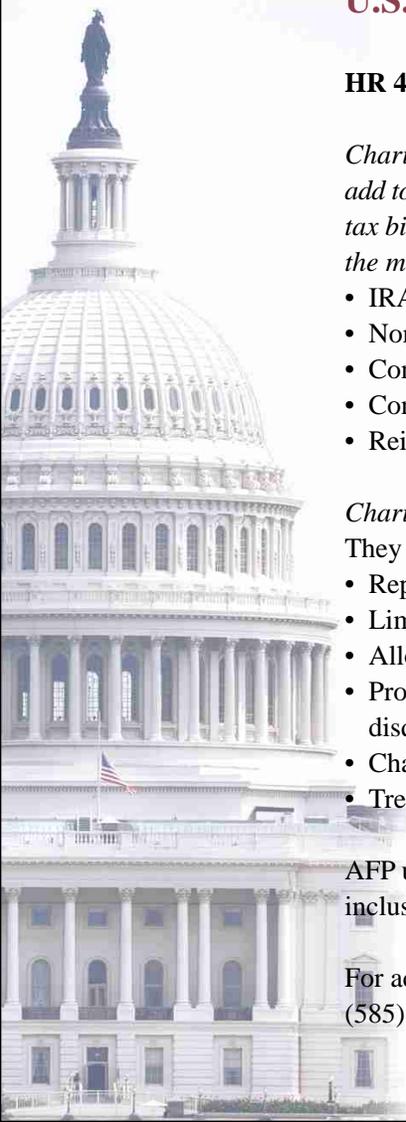
### *Charitable Reform*

They carry a funding benefit and might be included in other legislation or by themselves.

- Reporting and public information of UBIT
- Limits on donor advised funds for contributions to supporting organizations
- Allow expenditure responsibility for donor advised fund distributions
- Prohibit qualified distributions by private foundations to supporting organizations if shared with disqualified persons.
- Changes in treatment of partial interest in works of art
- Treatment of illiquid assets of donor advised funds

AFP urges its members to contact their House and Senate representatives and ask them to support inclusion of the IRA rollover provision in any new tax legislation.

For additional information, contact Liz Wilder, AFPGV Government Relations chair at (585) 232-2380. ■



# 2006 Calendar of Events

## Don't Miss AFP's Upcoming Events!

- September 11 Member Meeting –  
Legislative Update with Jennifer Leonard  
12:00 noon at Mario's Via Abruzzi
- October 16 Member Meeting –  
Topic to be determined  
12:00 noon at Mario's Via Abruzzi
- November 17 National Philanthropy Day Celebration  
Rochester Riverside Convention Center
- December 11 Annual Meeting and Holiday Party  
Location to be determined

## Membership Planning, Goals and Membership Committee

Most of us have written a development plan. Some of us haven't. But either way, the AFP Genesee Valley Chapter needs your help in creating a Membership Development Plan.

Not just any old development plan, mind you. But a well-thought out, exemplary plan. That was the request by AFP International Headquarters... to receive a plan from our chapter that could be used as an example for other chapters. A tall order, indeed. But as a chapter we've risen to the occasion time and time again when given a challenge.

So if you have the expertise – or want to partner with those of us who do and learn a few things in the meantime – please join the Membership Committee now. We need you!

Our hope is to build our small committee into one where we can identify the specific tasks that need to be done and break them down into small pieces, assigning sub-committees to go to work on each area. The key is to just bite off manageable pieces.

With that said - are you up to the challenge? If so, please call Cathie Wright, CFRE, VP Membership at 585-530-2060 x208. ■

## National Philanthropy Day: Call for Nominations!

AFP Genesee Valley Chapter celebrates National Philanthropy Day on Friday, November 17, 2006 at the Rochester Riverside Convention Center. Take this opportunity to honor the spirit of philanthropy in our community by nominating honorees in one or more of five categories: Youth Volunteer Fundraiser, Volunteer Fundraiser, Philanthropist, Corporation and Fundraising Professional.

Nomination forms are available for download at [www.afpgv.org](#) or by contacting Sara L. Niemeyer at 454-7311 x252 ([sniemeyer@rpo.org](mailto:sniemeyer@rpo.org)). Submissions must be postmarked by July 24, 2006, to be considered. ■



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Debbie Bleier  
Editor

Send e-mail to:  
[dcbdar@rit.edu](mailto:dcbdar@rit.edu)

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