

Register now – 2014 Regional Conference is only a few weeks away!

There's still time to take advantage of the best rate for "**BIG Gifts!**" the **2014 AFP Regional Conference**, coming up on Thursday, **April 3**, from 8 a.m.-1:30 p.m., at the RIT Inn and Conference Center (5257 Henrietta Road, West Henrietta, NY), with sessions for participants with varying levels of experience.

"Raising money for the vital work of nonprofit organizations can be a daunting task," said conference co-chair **Melinda Goldberg**, an independent fundraising consultant. "This will be an intensive half-day of solid, practical information from some of

BIG
gifts!

the most respected and knowledgeable members of the nonprofit community."

According to AFPGV president **Melanie Barnas-Simmons**, "While organizations greatly appreciate donations of any size, larger gifts are vital to serving community needs at the highest level. The insights gained

Continued on page 2

Chapter presents two Pranger awards

AFPGV has awarded two **Jill Pranger Scholarships for CFRE Certification**. This year's recipients are **Melanie Barnas-Simmons**, director of advancement at Our Lady of Mercy–School for Young Women, and **Tiffany Paine-Cirrincone**, coordinator of annual giving at the YMCA of Greater Rochester.

"Melanie and Tiffany are both active contributors to the Rochester fundraising community and at a point in their careers where having the CFRE would have a significant impact on their success as fundraising professionals at admirable not-for-profits," said **Kerri Phillips**, program director for Rochester Youth for Christ, member of the AFPGV **Scholarship Committee** and **Communications Committee** liaison.

"Much consideration was based

on the applicants' preparation for the course and decision to take the course at this time in their careers."

In 2006, **Jill Pranger**, a past president of AFPGV, received the AFPGV's Fundraising Executive of the Year Award. That same year, she also achieved the Advanced Certified Fundraising Executive (ACFRE) designation, an advanced certification held by only 100 people in the world.



Barnas-Simmons and Paine-Cirrincone.

Welcome to our new members!

- **Aria Camaione-Lind**, ACL Associates
- **Jillian Carter**, Heritage Christian Services
- **Lorraine A. Clements**, American Red Cross
- **Justin Copie**, Innovative Solutions
- **Taylor Freitas**, Rochester Philharmonic Orchestra
- **Mary Tiballi Hoffman**, Geva Theatre Center
- **Dana Hollenbeck**, Yates County Humane Society
- **Stephen House**, Rochester Philharmonic Orchestra
- **Jared Longmore**, Foodlink
- **Tricia Marsherrall**, Jewish Senior Life Foundation
- **Emily Marullo**, MPA, Geva Theatre Center
- **Meghan Backus Palumbo**, Center for Youth
- **Vicky Pape**, Lollypop Farm Humane Society of Greater Rochester
- **MaryKay Polston**, YMCA of the USA
- **Mary Ragus**, Geva Theatre Center
- **Freeman Smith IV**, Loyola Recovery Foundation

AFPGV established the Jill Pranger Scholarship to honor Jill and her accomplishments and to encourage AFP professionals to pursue the Certified Fund Raising Executive (CFRE) designation.

Each scholarship covers 50% of the CFRE Review Course cost (\$390 for members and \$490 for non-members). The CFRE review course will be held in Rochester from March 11–April 29, 2014. The scholarship does not cover any portion of the exam fees.

Conference, continued

from this year's conference will make it easier to identify and work effectively with donors who can make substantial contributions to the work we do in making life better for everyone in the Rochester region."

Attendees will learn how to identify donors who can make larger gifts, ascertain donors' giving capacity and ask for a big gift while continuing to receive annual gifts. Sessions will also address coping with tricky donor situations and will explore relationships between development officers and CEOs in securing major gifts.

"BIG Gifts" will kick off with a plenary session from Michael J. Cooney, Esq., partner with the Nixon Peabody LLP law firm, who will discuss negotiating and memorializing donor-restricted gifts.

Concurrent tracks will feature topics and presenters including "How to Talk to Donors," with **Carol Anne DeMoulin**, president, Ronald McDonald House Charities of Rochester, and **Mark Zawacki, CFRE**, executive director, Heritage Christian Services Foundation; "The Expected and Unexpected Complexities of Big Gifts," Erin Moyer, assistant vice president of Stewardship & Gift and Donor Services, University of Rochester; "Prospect Research for Any Size Shop," Susan Tierney McNamara, prospect research officer, Cornell University; and "The CEO/Development Director Relationship," Fran Weisberg, executive director, Center

From the president

Starting the year on an energetic, upbeat level

Melanie Barnas-Simmons, Our Lady of Mercy-School for Young Women

This already has been an exciting and productive year for **AFPGV**. Our first program highlighted our favorite fundraising faux pas. It was a great discussion on how to bounce back when things go wrong. Next, we nearly sold out our new venue, Locust Hill Country Club, for a great presentation by **Cassandra George Ramos**. We learned how to work as a team with our CEOs and boards of directors. You can be a great quarterback (development director), but if your offensive line (board) doesn't help you make the plays, you won't be successful.

I look forward to seeing you at our **Regional Conference on April 3**, which will bring you much-sought-after speakers, interesting topics and great networking.

We also warned you about a scam

that one of our members alerted us to. A local organization took a large online donation, then was contacted by the "donor" asking for a partial refund because they mistakenly "given too much." They wanted that refund to be put on a different credit card. Our member caught onto all the red flags and researched the situation to find out it was a scam.

I encourage all of our members to reach out to share things like this that can be beneficial to all of our members and our community. I am so glad we can all look out for each other!



for Community Engagement at St. John Fisher College, and former executive director, Finger Lakes Health Systems.

The conference wraps up with a luncheon and keynote address on "The Role of a Foundation in Shaping a Community" by Hollis S. Budd, executive director of the Max and Marian Farash Foundation and former associate dean for MBA administration and external relations at the University of Rochester.

Limited exhibitor, sponsor and advertising opportunities are available. Full participation in the conference can be used for 4 points in category 1B-Education of the Certified Fund Raising Executive (CFRE) international application for initial certification and/or recertification.

Early-bird conference prices are \$95 for members of AFP and \$125 for nonmembers until **March 14**; \$125, members, and \$155, nonmembers, from March 15–28; and \$150 and \$180 for walk-ins.

New this year is a \$20 discount for

each additional full-conference attendee from the same organization. To save an additional \$30, nonmembers may join AFP for a combined early-bird conference and membership fee of \$415 before March 14, \$445 through March 28 and \$470 onsite. Luncheon and keynote address only: \$50, members, and \$65, nonmembers, through March 14; \$55 and \$70 through March 28; and \$75 onsite.

We have received nine applications for the **Meyers Scholarship** to the conference and will announce winners soon.

Full program details, exhibitor/sponsorship/advertising opportunities, and registration materials are at the AFPGV website: www.afpgv.org.

"We look forward to providing organizations with the tools they need to continue serving non-profits in our community," said Goldberg.

To volunteer as a conference host or registration desk helper, contact the chapter office at **586-7810** or info@afpgv.org.

Association of Fundraising Professionals –

Genesee Valley Chapter

PO Box 425, Spencerport, NY 14559

Phone: 585-586-7810 | Fax: 888-366-9196

E-mail: info@afpgv.org

Website: www.afpgv.org

Twitter: @afpgv

Facebook: www.facebook.com/afpgv

Chapter & Verse newsletter

Ruth E. Thaler-Carter,

Editor, designer and producer

Derek DeSol,

Communications Committee chair

Member news

- **Deborah C. Bleier** has been named director of institutional giving for the Rochester Philharmonic Orchestra (RPO). She was director of advancement and chief development officer at the American Red Cross, Finger Lakes Region.

- **Karen Humbert** is now associate

director of events & annual giving at the Rochester General Hospital Foundation.

- **Judith Lemoncelli** has been named vice president of development at the RPO. She was previously senior development director at the local Alzheimer's Association; before that,

she was senior development director for the Central and Western New York office of the Nature Conservancy and director of marketing and development at WXXI.

- Congratulations to **Kayleigh Nutting**, now **Kayleigh Stampfler**, on her recent marriage.

AFPGV bids farewell to two respected colleagues

The Rochester community in general and fundraising colleagues in particular recently lost two beloved leaders, **Jeffrey Barhite** and **Tom Ferraro**. It is our sad honor to share insights into their impressive careers.

*Samantha Standing, CFRE,
AFPGV Immediate Past President*

Jeffrey Barhite, who died on February 13, 2014, was known for his wit, commitment to mission-driven non-profits and immense caring spirit. He made an indelible impact on our community and on the hearts of all who were close to him.

Jeffrey brought a diverse background to the field as a fundraising professional for more than 15 years after retiring as a successful small-business owner at J. Barhite Salon, working in student life at St. John Fisher College and working in the membership office of the Memorial Art Gallery.

Jeffrey was also a tireless volunteer. According to **Dan Meyers**, reflecting on Jeffrey's early community service, "I remember when he won an AFP Award as Volunteer Fundraiser of the Year. He created Knock AIDS for a Loop, closing the Inner Loop for inline skaters to circle the city on a Sunday morning to raise money through pledges. He had already chaired Dining for Dollars and wanted to do more for the cause he lived."

That commitment to making a difference was always a part of Jeffrey's spirit. During the last two years of his



life, Jeffrey was an active volunteer at St. Joseph's Neighborhood Center. **Anne McKenna** notes that "he was willing to take on almost any task, from painting to medical records, to research, to checking policies and procedures ... Jeffrey loved the Center, and his big heart touched all the people that he encountered."

"I found him to be one of the funniest, yet sweetest, people I have met in our profession," said Deb Allen. "I was sorry to hear of his passing, though, from the sounds of his very lovely obituary, his final years were very happy and full of joy."

"Our fundraising world will certainly be sadder without him."

Jeffrey was a tremendous advocate of AFPGV, serving as a past member of the board of directors. He had a way of mentoring others through a balance of wit, honesty, and love. His friend and colleague **John Williams** remembers with fondness Jeffrey's encouragement of John's transition to development work and the assistance he provided when John sought to create AFPGV's **Solo Shops Networking Group**.

On a personal note, my first full-time job in fundraising was under the tutelage of Jeffrey, and though I worked with him for less than two years, he was a constant presence in my life for almost 10 years after that, as my champion, reality check, and, most importantly, friend.

Jeffrey will be missed by all who knew him, but he lives on in the organizations he affected

and the lives he influenced, sometimes just through his warm smile or his heartfelt embrace.

Donations may be made in his memory to St. Joseph's Neighborhood Center, where he volunteered regularly (417 South Avenue, Rochester, NY 14620).

Based on information from Foodlink
Thomas C. Ferraro, founder and executive director of Foodlink and a visionary and pioneer in the not-for-profit community, died at age 67 after a battle with pancreatic cancer.

Tom started Foodlink when he borrowed an old school bus to pick up a batch of English muffins to give away. Today, the 500-member organization distributes millions of meals annually to area soup kitchens and food cupboards.

"Tom had an unquenchable passion for addressing the societal injustices that kept individuals in poverty and struggling to feed their families,"

Continued on next page

2014 AFPGV leadership

Officers

President:

Melanie Barnas-Simmons,

VP of Professional Advancement:

John Williams

VP of Marketing:

Tiffany Paine-Cirrione

VP of Membership:

Jessica Cayer

Treasurer:

Anne McKenna

Secretary:

Ryan Elizabeth Kelly

Directors

Education Committee:

Becky Herman, Katharine Bassney,

Debra Salmon

Every Member Campaign Chair:

Ryan Elizabeth Kelly

Government Relations Chair:

Kimberly Clark

CFRE Chair:

Tammy Cohen, CFRE

Regional Conference Co-chairs:

Melinda Goldberg, Karen Higman

Communications Committee Chair:

Derek DeSol

Board Members:

Cynthia Pacia, Marlisa Post, Patty Schwarzweller, Martha (Brown) Valenti, Gretchen Wood, Debbie Zeger, CFRE

Other non-board positions

Scholarship Chair:

Julie Murawski

Membership Chair:

Terra Keller

Social Media Chair:

Kayleigh Rae Stampfler

Awards Chair:

Bradley Schreiber

National Philanthropy Day Chair:

Karen Humbert

Newsletter Editor:

Ruth E. Thaler-Carter

Chapter Administrator:

Brenda Thornton

Open positions

Diversity/Inclusion Chair, Fundamentals Chair, Ethics Chair

Contact the AFPGV office to volunteer.

Farewells, continued

said **Julia Tedesco**, chief development & communications officer at Foodlink. "It was this passion, combined with his deep humility and extraordinary sense of humor, that made him an inspirational leader not only to the employees of Foodlink, but to the thousands of people he worked with in our community. He was a remarkable mentor to us all."

Tom's commitment to the issue of hunger began in the early 1970s, while he volunteered at a food cupboard in the 19th ward. At that time, only three food cupboards existed in Rochester, all experiencing steady increases in people seeking their services. In 1978, as an employee of Action for a Better Community, Tom appeared on the "Eddie Meath Show" to make a communitywide appeal for food donations. A representative of Thomas's English Muffins called with a massive donation of bread products—and the regional food bank was born.

Foodlink (known then as the Genesee Valley Regional Food Clearinghouse) was incorporated as an independent organization in 1983, and distributed 620,000 pounds of food that year.

Under Tom's leadership, Foodlink grew into a 500-member organization distributing more than 18 million pounds of food and other resources each year to area soup kitchens, food pantries, shelters, group homes, senior centers, day care centers, after-school programs and other nonprofit organizations. Today, Foodlink runs more than 30 unique, food-related programs aimed at ending hunger, improving nutrition, empowering individuals with food literacy, and strengthening the regional food system.

Tom was among the first "food bankers" in the nation. He served on the original Feeding America (known then as Second Harvest) board of directors and helped in the formation of the other seven New York State food banks, as well as the creation of the New York State Department of Health's



Hunger Prevention and Nutrition Assistance Program (HPNAP).

Tom was known for his innovative approach to anti-hunger programming and nonprofit management. For more than three decades, he focused on moving beyond the symptom of hunger and toward its root causes, by building community health and wealth while providing holistic services to those in need.

Through his work, Tom helped to sustain and give hope to hundreds of thousands of individuals, and his policy work at the state and national level reached countless more.

"Tom personally changed the lives of so many people he met," said Julia. "He was willing to meet and network with anyone who requested time with him, he embraced the energy and enthusiasm of young professionals, he helped other entrepreneurs to get their businesses off the ground, he gave employment opportunities to individuals that no one else would take a chance on, and he unfailingly put people first. He believed that, to make the world a better place, you must begin by serving the people directly in front of you."

Tom was the recipient of numerous distinguished community awards, including the Farash Foundation's Inaugural Farash Prize for Social Entrepreneurship.

Donations may be made in Tom's name to the Foodlink Foundation (PO Box 24173, Rochester, NY 14624).