



# PHILANTOPICS

Association of Fundraising Professionals

February 2009

## Successful Employee Campaigns

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Please join us for the February 11 AFP Chapter Meeting on *Successful Employee Campaigns* which will be held at the Best Western Ashland House in Morton. Five panelists who have conducted successful employee campaigns in both non-profit and for-profit environments will share what they do to generate excitement, involvement and financial commitments to worthy causes. Come learn what others are doing in order to enhance your own employee campaigns. If you don't currently conduct an employee campaign, come learn how others are doing it in order to consider adding this "arrow" to your fundraising "quiver."

### Presentation Panelists

#### Mari Osborne

Annual Fund Officer

OSF Saint Francis Medical Center

Foundation Department



Mari graduated from Green Valley High School with just 35 other people. Following high school she immediately went to work for Caterpillar. A lay-off from Caterpillar allowed her to "think outside of the box", so she owned and operated the first food cart in downtown Pekin. She believes that was the perfect situation as it allowed her to spend a lot of time with her infant daughter. Mary believes God led her to OSF Saint Francis Medical Center Foundation Department in 1992. Last year, she received the OSF Saint Francis Medical Center's/ Children's Hospital of Illinois' Heritage Hall of Fame Legend Award.

#### Amy Johnson

Senior Human Resources Generalist

Illinois Mutual



Amy Johnson began her career at Illinois Mutual in 1995. While at Illinois Mutual, she has been the annual chair of the Company's Heart of Illinois United Way Employee Campaign – which has been awarded a "Top Ten Award" for total contributions all 13 years of which Amy's been involved. She continues to serve as Illinois Mutual's Team Captain for the Susan G. Koman Foundation Race for the Cure event each year coordinating annual teams of 150+ members. She also regularly arranges and has captained the Company's team for American Cancer Society's Relay for Life event in Peoria. Amy serves as Illinois Mutual's ambassador for the District 150 Adopt-a-School Program and continually organizes and leads company volunteers for events with their adopted school. She is currently co-leading Illinois Mutual's Community Relations Committee and is thus charged with planning meaningful and impactful events in honor of the Company's 100<sup>th</sup> anniversary approaching in 2010.



**FRIENDS OF DIVERSITY**  
ASSOCIATION OF FUNDRAISING PROFESSIONALS 2007

**BreeAnn Hohulin**

Development Officer

Illinois Central College Educational Foundation



BreeAnn began her career at the American Cancer Society in Springfield where she coordinated events such as Daffodil Days and Relay For Life with dedicated volunteers. She currently works for the Illinois Central College Educational Foundation as a Development Officer, where she cultivates relationship with donors and prospective donors, coordinates stewardship events, creates marketing materials, and has managed two successful employee campaigns for the College.

**Sherry Parker, CPCU, CLU**

Consultant



Sherry joined State Farm in 1990 as an Auto Subrogation Claim Service Assistant while completing her degree at California State University. She worked in several California offices before assuming her current role in December 2006. Her prior experience includes; Auto and Fire claims, Workers Compensation Claims, Personal Lines and Commercial Fire. She supports both Auto and Fire Operations for the Pacific Northwest Zone. During this time, Sherry served on several non-profit boards including: Boys and Girls Club of Kern County and CASA of Kern County. Sherry served as a vice-chair of the 2007 State Farm Corporate Campus United Way campaign, and assumed co-chair responsibilities for the 2008 campaign raising over 1.4 Million for local United Way.

**Alison B. Morrissey**

Vice President, Resource Development (Picture not available.)

Heart of Illinois United Way

Alison has managed the overall fund-raising efforts for the annual United Way campaign since 2006. Prior to joining the Heart of Illinois United Way, she was an Associate Vice President for the United Way of Central Maryland located in Baltimore for 10 years. Before moving to Baltimore, she was a Campaign Director for the United Way of Berks County in Reading, Pennsylvania.

The February 11 AFP Chapter meeting will be held at the Best Western Ashland House located at 201 E. Ashland Street in Morton. The cost is \$15 for AFP members and \$20 for guests. Registration begins at 11:30 a.m., lunch at 11:45 a.m. and the program begins promptly at noon.

**Questions for the panel may be submitted ahead of time by visiting our website at [www.afpcentralillinois.org](http://www.afpcentralillinois.org).**

**Directions From Bloomington:** Take I-74 West towards Peoria. Then take Exit 102 and proceed for half a block. Take the first right at the stoplight. The Ashland House is on the left side just past the Cracker Barrel Restaurant.

**Reservations:** To RSVP, contact Stephanie at [spickett@chail.org](mailto:spickett@chail.org). Reservations are due by February 6. A registration form is located on page 4.

## ***AFP Every Member Campaign***

Thanks to all who participated in the 2008 AFP Every Member Campaign!

Below is a list of donations received:

### **Sterling Medalist**

Mark Roberts, CFRE  
Dennis Steele

### **Silver Medalist**

Robin Ballard  
Kristen Berchtold, CFP  
Rich Draeger, CFRE  
Joy Hutchcraft  
Michael J. Maginn  
Roger Meyer, CFRE  
Linda Yoder

### **Bronze Medalist**

Duffy Armstrong  
Larry Brinkman  
Gloria Dearborn  
April Gould, CFRE  
Phil King  
Jennifer Lee  
Cal Lyons, CFRE  
Rosalie A. Park  
Pat Poppe  
Amy Sajko, CFRE  
Shelly Smith, CFRE

### **Blue Ribbon Donor**

Madelynn Arana, CFRE  
Janet Bantz Glavin  
Alison Marie Oaks  
Roy Quanstrom  
John Wahlfeld  
Kimberly Weeks

**Welcome New AFP Members**

**Melinda Figge**  
Executive Director  
YWCA Pekin  
315 Buena Vista  
Pekin, IL 61554  
mfiggeywca@grics.net

**Rebecca M. Novak**  
Principal Consultant/Owner  
On Target Grant Services  
5835 N. Old Hickory  
Peoria, IL 61615  
rnovak@ontargetgrants.com

**Kollet Walty**  
Executive Director  
Peoria Cancer Center Foundation  
8940 N. Wood Sage Road  
Peoria, IL 61615  
kwalty@peoriacancercenterfoundation.com

**Emily Happach**  
Youth Connect Coordinator  
Children's Home  
2130 N Knoxville Ave  
Peoria, IL 61603  
ehappach@chail.org

**Julie J. Witte**  
VP of Development  
Easter Seals  
507 E. Armstrong Avenue  
Peoria, IL 61603  
jwitte@ci.easterseals.com

We also invite all members to bring a business card to each meeting to drop into a basket. We will draw a name and highlight that member in the next *Philantopics* Newsletter.

**Major Gifts: Finding The Perfect Donors**

**Presenter:** Sarah McCrum  
**Date:** Wednesday, February 25th, 2009  
**Time:** 2:30 p.m.-4:30 p.m.  
**Location:** Peoria Citizens Committee for Economic Opportunity  
711 W. McBean St.  
Peoria, Illinois 61605  
**Cost:** No Fee to Attend  
**To register:** Go to <http://www.benevon.com/introductory-sessions/midwest> and fill out the registration form.

**RSVP Required! Space is Limited.**

**Questions:** Contact Josh McLeod at (206) 428-4361 or [josh.mcleod@benevon.com](mailto:josh.mcleod@benevon.com).

**Information:** Learn a tested system to identify and cultivate donors who love your mission—donors who will give for operations, capital, and endowment. Find out how to grow your organization’s visibility in the community and engage your board in the fundraising process without requiring that they ask for money. This entry level workshop is designed for board members, executive directors, CEOs, and fund development professionals. By the end of this seminar you will have the fundamentals to embark on the path to sustainability and grow your major gifts programs year after year.

*(The event above is not sponsored by the AFP Central Illinois Chapter.)*

**Make Your  
Reservations Now!**

**Successful Employee Campaigns**

Wednesday, February 11, The Ashland House, Morton  
Registration at 11:30 a.m., Lunch at 11:45 a.m., Program 12:00 p.m.

**Name:** \_\_\_\_\_ **Organization:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **City/State/Zip:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**\$15 per AFP member \$20 per guest Amount Enclosed \$ \_\_\_\_\_**

To make your reservations for the February meeting, contact Stephanie Pickett at [spickett@chail.org](mailto:spickett@chail.org).

Please send this form with a check marked “February” payable to: **AFP Central Illinois Chapter**

**Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601**

**RESERVATIONS ARE DUE BY February 6.**