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kweeks@girlscouts-gsci.org

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bgilbert@peoriaymca.org

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Heather Wolbeck

hwolbeck@sbcglobal.net



Please contact Kimberly Weeks at kweeks@girlscouts-gsci.org if you no longer wish to subscribe to this newsletter.

PhilanTopics

Association of Fundraising Professionals

September 2010

Trends in Philanthropy for 2010

Presented by Rebecca Hunter, CFRE



Even though Rebecca Hunter, CFRE, owns a real crystal ball, **no one** knows for certain what philanthropy will look like in this new decade. One thing **IS** for sure: if we plan the work and work the plan, we'll do the best we possibly can on behalf of our organizations.

That said, Rebecca will scour the philanthropic world in advance of her Wednesday, September 8, 2010, interactive presentation, and promises to share with the Central Illinois Chapter of AFP the latest information she can find.

What good will that do, you may ask?

Knowledge is power. You, as a professional involved in raising money for a non-profit organization, need to be well-armed with facts, statistics and expert opinions so that you can help your board, volunteers, supervisor and colleagues to better understand the new reality in the world of giving.

In the meantime, here are several of Rebecca's truisms to fend off the madding hordes:

- *Actions made in fear are almost always destructive.*
- *In crisis comes opportunity.*
- *Treat donors right, regardless of anything!*
- *Worrying is not thinking; complaining is not action.*

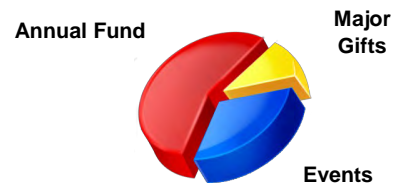
Finally:

- *Worrying is not a fundraising strategy* (compliments of Campbell & Company, Inc.).

Rebecca is currently the chief development officer for the Cancer Wellness Center in Northbrook, Illinois. She has been a CFRE since 1991 and was designated as a Master Teacher by AFP and the Indiana University Center on Philanthropy in 2000. This year, she was elected to the Board of the Chicago Chapter of AFP and is chairing

its Review Course Committee, in addition to serving as a mentor. Rebecca has been an adjunct faculty member of North Park University's master's degree and certificate programs in nonprofit management. In former lives, she has been the founding executive director of the Foundation of the American Thoracic Society and the Pana Community Hospital Foundation. A veteran of 17 capital and major gift campaigns, she cut her teeth in fundraising at Washington University in St. Louis and led the first-ever capital campaign at Southern Illinois University Carbondale for its College of Business in 1989 – which launched on the date of the stock market's worst crash in history.

With an undergraduate degree in journalism and a master's degree in organizational communication & leadership dynamics, Rebecca's one and only career has been in attracting philanthropy to worthy organizations as a professional since 1981 and volunteer since 1972.



The September 8 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.

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 Beth Gilbert at peoriaymca.org. Reservations are due by September 3. A registration form is located on page 2.

AFP Membership
Robin L.T. Ballard



On behalf of the AFP Board of Directors we would like to welcome the following new members who joined Central Illinois AFP in July:

Memuna Lee

Fund Dev & Comm Engagement Manager
 Mid Central Community Action
 1301 W. Washington Street
 Bloomington, IL 61701
 Phone: (309) 834-9233
 memunal@mccainc.org

Katie Seibel

Development Director
 Habitat for Humanity
 931 N. Douglas
 Peoria, IL 61606
 Phone: (309) 696-6260
 hfhkaties@comcast.net

For a complete listing and contact information for all Central Illinois AFP members, please go to the Members Only section of our website! <http://afpcentralillinois.org>

AFP members – please remember to **bring your business card** to each chapter meeting so you can enter into the drawing for a cool gift and the **Member Spotlight**.

Trends in Philanthropy for 2010

Presented by Rebecca Hunter, CFRE

Wednesday, September 8 - Best Western 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 September meeting, contact Beth Gilbert at bgilbert@peoriaymca.org.

Please send this form with a check marked "September" payable to: **AFP Central Illinois Chapter**

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

RESERVATIONS ARE DUE BY September 3.

Fundraising Basics 101

Wednesday, September 15th, 2010

8:30 a.m. – 4:30 p.m.

Doubletree Hotel

Brickyard Drive in Bloomington

Topics Include:

- Basics of Major Gift Solicitations
- Continuing Education for the Fundraising Professional: Why is it Important and How Can AFP Help?
- Annual Giving: The Small Details, The Big Picture
- Q & A With the Donor
- Grant Writing Simplified
- Raising the Big Bucks with Special Events – It Can be Done!

Who Should Attend?

New Development professionals

Seasoned professionals interested in a “refresher”

Anyone who recognizes that one new idea can result in thousands of dollars for their organization!

Cost to Attend:

\$50 for AFP members

\$60 for AFP non-members

Breakfast, lunch and an afternoon snack will be provided.

For More Information:

Contact Kimberly Weeks at 309-242-3960 or kweeks@girlscouts-gsci.org.

Yes, I would like to attend AFP’s Fundraising Basics 101 Seminar.

Cost (includes continental breakfast and lunch):

\$50 for AFP members, \$60 for non-AFP members

Enclosed is my check for \$_____.

Name: _____ **Organization:** _____

Address: _____ **City/State/Zip:** _____

Phone: _____ **E-Mail:** _____

Dietary restrictions: _____

Please mail your check, made payable to Central Illinois AFP, and your registration form to us at:

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



AFP Foundation for Philanthropy 2010 Every Member Campaign Gift/Pledge Form

Name _____ AFP ID _____
 Title _____
 Organization _____
 Address _____
 City _____ State _____ ZIP _____
 Business Phone _____ Business Fax _____
 Home Phone _____ E-mail _____
 Chapter to be credited _____

I would like to support AFP Foundation for Philanthropy's Every Member Campaign with a

- Gift of \$ _____.
 Through my check made payable to AFP Foundation for Philanthropy
 Through my credit card (VISA, MasterCard, Discover, or American Express)

Card number _____ Expiration Date ____/____ Security Code _____
 Signature _____ Date _____

- Pledge of \$ _____ to be paid in _____ payments of \$ _____ to be paid by 12/31/10.
(The minimum suggested pledge and payment amount is \$50)

Please charge my payments directly to my credit card (VISA, MasterCard, Discover, or American Express) according to my payment schedule:

Payment 1	\$ _____	Date _____	Payment 2	\$ _____	Date _____
Payment 3	\$ _____	Date _____	Payment 4	\$ _____	Date _____

Card number _____ Expiration Date ____/____ Security Code _____
 Signature _____ Date _____

- Please send me reminders for my pledge during the months circled below.
 March April May June July August September October November December

I would like to join the Alpha Society with a monthly gift of \$ _____ *(minimum of \$10)*. Please sign below.

- Through my checking account (please attach a voided check)
 Through my credit card (VISA, MasterCard, Discover, or American Express)

Card number _____ Expiration Date _____
 Signature (required) _____ Date _____

Thank you for supporting AFP Foundation for Philanthropy. Gifts to the Foundation are tax-deductible to the fullest extent of the law, as no goods or services are provided in consideration of a gift. Please send your completed pledge form to AFP Foundation for Philanthropy, 4300 Wilson Boulevard, Suite 300, Arlington, VA 22203-4168 or fax it to 703-683-0735. Please contact us at 800-666-3863 with any questions.

Found on www.afpnet.org

AFP Blog: Recent News of Note
<http://afprc7.blogspot.com/>

This blog compiles news articles and commentary about nonprofits and philanthropy. The list of categories/topics is very extensive. Be sure to click on "NPFundraisingIdeas" for articles concerning unique, successful, and sometimes very wacky fundraising ideas. The most recent wild idea that raked in the dough? Over 100 Brits rode a roller coaster *naked* to raise \$35,000 for breast cancer research. Which Central Illinois organization would like to copy **that** idea?

Members Only!

We have a Special Events Calendar on our website to assist you when choosing dates for your events! You will have to log-in to access it, so please contact an AFP board member if you have forgotten the password. Be sure to submit your special event dates to Kimberly Weeks. The more events we have on the calendar, the more useful it is to members.

Thank you for your help!

Scholarship Applications For International Conference Due September 15th

The AFP Central Illinois Chapter will offer up to two International conference scholarships to the AFP International Conference on Fundraising in Chicago March 20-23, 2011. Each recipient will receive up to \$1,000 toward their registration, travel and lodging expenses for the International Conference on Fundraising. Eligible applicants must be a member of AFP, be employed as a fundraising professional or an executive director with fundraising duties and never have attended an AFP (or NSFRE) International Conference on Fundraising as a registered participant. Applications are due Sept. 15; for further information log on to the chapter website at http://www.afpcentralillinois.org/International_Conference_Scholarships.html

***Fearless Fundraising in a Turbulent Economy with Penelope Burk
Presented by the East Central Illinois Chapter of AFP***

Friday, September 17, 2010 • Champaign Country Club

Registration: 9:30 a.m. • Program: 10 a.m. – 2 p.m. (lunch is included)

Cost: \$75 AFP members, \$85 non-members

Visit <http://www.eastcentralillinoisafp.org/>

Legislative Update

Roger Meyer, CFRE



IRA Charitable Rollover Extension Stalled

Congress has once again failed to act on a large package of tax "extenders," including the IRA Charitable Rollover. The latest setback came when the Senate approved a substitute amendment to H.R. 4213, which had the effect of removing most tax extenders from the underlying bill. The House then quickly approved H.R. 4213, and President Obama signed the legislation (now titled the Unemployment Compensation Extension Act of 2010) into law. Congress soon heads into the August recess, and next steps for the extenders package remain unclear.

President Signs Financial Reform Legislation into Law

President Obama has signed into law the Wall Street Reform and Consumer Protection Act. This new law includes important language advocated for by several other nonprofit organizations that will exempt all "activities relating to charitable contributions" from the jurisdiction of the newly-created Consumer Financial Protection Bureau.

Estate Tax Reform Could Move as Part of Tax Cut Extension Legislation

Senate Finance Committee Chairman Max Baucus (D-MT) and Ranking Member Charles Grassley (R-IA) have both indicated that they expect legislative language reforming the estate tax to be included as part of broader legislation that extends President Bush's 2001 and 2003 tax cuts. A draft of that legislation could be released prior to the Senate's August recess. Chairman Baucus also indicated that he thought it would be unlikely that the estate tax would be reinstated retroactively to the start of 2010, although he indicated lawmakers might permit heirs with modest inheritances to elect to benefit from stepped-up basis rules and other expired provisions.

To date lawmakers have still not coalesced around a single proposal to fix the estate tax. The most popular proposal currently in Congress might be one put forth by Senators Jon Kyl (D-AZ) and Blanche Lincoln (D-AR) that would lower the estate tax rate to 35 percent and raise the exemption level to \$5 million for individuals. Many Democrats, however, including President Obama, have said they would prefer to make the 2009 levels permanent.

Association of Fundraising Professionals - Central Illinois Chapter

Upcoming Meetings

October 13, 2010

Ethics in Fundraising – Joseph Piccione

Location TBD

11:30 a.m. – 1:00 p.m.

Cost: Member - \$15, Non Member - \$20

November 10, 2010

National Philanthropy Day Awards Luncheon

December 9th, 2010

(Please note that this meeting will be held on a Thursday.)

Nonprofits and the Law webinar

Location TBD

11:30 a.m. – 1:00 p.m.

Cost: Member - \$15, Non Member - \$20

January 12, 2011

Engaging your Board – Carol Weisman

Location TBD

11:30 a.m. – 1:00 p.m.

Counseling & Family Services Changes Their Name

Counseling & Family Services located on SW Washington Street in Peoria, have changed their name to **Family Core.**

This change comes after a two-year planning process. With their emphasis on counseling, referring, coaching and helping to manage the complexities of life, "*we believe strong families are the core of successful lives and successful communities*" says their CEO, Douglas Allan.

The legal corporate name and tax ID will remain the same.