



Member Spotlight

Dianne M. Reeves, professional experience includes success in a variety of roles and she claims that she is currently in her third career. She believes that each part of her career has prepared her well for her current professional role.

Having advanced from nurse's aide to the director of nursing to working with non-profit organizations as a management consultant (largely professional volunteer support) to establishing a successful fundraising effort at FAU, her career history is multi-faceted and brings significant value to the role of advancing higher education.

Dianne believes that her clinical nursing focused on caring for individual's clinical and psychological needs to improve lives. As she progressed to increasing administrative roles, she also learned to juggle the needs of employees and the systematic delivery of care in a cost effective and efficient approach.

In the early 1980's, she switched roles to become a mother and kept her professional skills honed working part time developing and implementing new programs for not-for-profit organizations including grant proposals, marketing plans, conference planning, teaching, corporate marketing, and evaluation. She also planned and coordinated the opening of medical offices, including equipment leases, inventory, patient flow, personnel management and financial systems.

In 1999, Dianne became involved with Florida Atlantic University's fundraising efforts and shortly thereafter became an AFP member. With an office on the John D. MacArthur Campus in Jupiter, she is helping provide support for students and the communities which are served by the University.

During her career she created programs involving marketing, publishing, research, legislative activity, pro-

gram management, and fund raising and met with success. Dianne believes that it is a character strength to be willing to take risks to establish new programs. She attributes her success to caring for people, one person at a time.



Dianne is currently the sponsorship chair of the Palm Beach chapter of AFP and looks forward to achieving CFRE state in the near future.

cMarket Founder, Greg McHale explains how to use online auctions to generate fund raising revenue

For those of you who were not able to attend the January AFP meeting, Greg McHale gave an interesting presentation concerning using the internet as a fund raising medium, particularly through online auctions.

With a background in technology and over twenty years of experience in sales, marketing, and general management, Greg has spent the last six years of his career starting companies. It was while attending a charity auction that the idea for cMarket first occurred to him. He noted that the attendees of the event were not necessarily the optimal bidding pool and that the number of bidders was limited to just the room. Clearly, the organization had many more supporters who were not in attendance and would be interested in participating in the auction and its nonprofit cause. It became Greg's mission to build a Web-based tool that would enable any nonprofit – without training – to put its auction on the Web and into the inbox of its constituency. The auctions would become more efficient and raise more money.

To learn more about online auctions, be sure to visit the cMarket website at www.cmarket.com or you can reach Greg via e-mail at gmchale@cmarket.com.

President's Message

Every Member Campaign Update - As fundraisers we always like to hear those magic words "You made your goal!" and I am pleased to report that the AFP Foundation office has notified our chapter that we reached our goal for the 2004 Every Member Campaign. In addition to the satisfaction we receive from reaching this goal, our chapter is eligible for a grant from the AFP Foundation so a portion of the money we raised will be returned to our local chapter to help support scholarships for new members. Congratulations to Joanne Towner who chaired this year's campaign. I also wanted to extend a special thank you to everyone who donated. Your donations go towards helping make scholarships available for the International Conferences and support other efforts such as the Resource Center available through the AFP website - www.afpnet.org.

AFP International Conference - The deadline to get the best rates in the AFP hotel block for the International Conference is February 25, 2005. You will have access to some of the best hotels in the harbor area at incredibly low prices. You will also be close to the conference events and enjoy free shuttle services and a chance to network with other conference attendees. I booked my hotel room and realized that the AFP rate represented a \$150 per night savings over the published rate. There is one catch, however; you must be registered for the conference to get these rates so register today. The deadline for early registration for the conference is March 11, 2005. After that date it will cost you an additional \$100 to register. I have also found flights under \$200 roundtrip from West Palm Beach to Baltimore so there has never been a better year to invest in your career and attend an International Conference. Go to www.afpnet.org/international_conference to register or for more information. Hope to see you there!

New Board Positions Will Help Us Serve Our Members - Two new board positions have been added this year, a Government Relations Chair and a North/South County Liaison Chair. The Government Relations Chair, Suzanne Foley, will keep our members up-to-date on any issues effecting philanthropy. Some important legislation has taken place over the past years including such things as the CAN-SPAM bill; Suzanne will help keep our members alerted to changes and the possible impact on our profession. The North/South Liaison Chair, Michael Lichtenstein, will work to create more opportunities for members and potential members in the south county area by holding events such as breakfast meetings and after hours social events. A co-chair to assist with the north end of the county is also in the process of being recruited. Thank you Suzanne and Michael for taking on these new and challenging positions.

Respectfully,
Suzanne
Suzanne P. Cabrera, CFRE

NEW MEMBERS

Sheila Palmer, *Grant Administrator*
National PAL

William Rothchild
UM/Sylvester Comprehensive Cancer Center

Sheri McCandless
A Better Copy Center

Michael N. Lichtenstein
Atlantic Capital Management

DON'T FORGET TO BRING A FRIEND TO THE MONTHLY AFP LUNCHEON MEETING

Members who bring in new members who join will get a free lunch.

MONTHLY MEETING NOTICE

February 17, 2005

SPEAKERS:

Cynthia Rubenstein, MS and
Tim Haggstrom, co-founders of Chosen Path Inc.
"Connection, Communication, Collaboration"

Overview: Chosen Path, Inc. specializes in experiential learning. They are committed to helping organizations develop communication and relationship skills that promote effective team functioning.

The Governor's Club
Noon Buffet Luncheon
11:30 a.m. Networking • 12:00 Program

Fax or email your RSVP to:

Mary Ellen Hahn Phone (561) 494-0125

E-mail: mhahn@thelordsplace.org by Fri., Feb. 11, 2005

Member Registration

Name _____

Organization _____

Phone _____

Guest Registration

Name _____

Organization _____

Phone _____

Are you an AFP member? Yes No

If no, would you like membership information? Yes No

Visit the AFP website at www.afppbc.org for current AFP Job Bank Listings

NOTE TO EMPLOYERS AND JOB SEEKERS: This column will continue to be published as a free service to our AFP members and member agencies. There is a nominal charge of \$25 per listing to non-AFP members and member agencies. Please contact Job Bank Chair and Board Member, Martie Henry at 561-886-3720 or email her at MartieHenry@4FloridaHomes.com. Text may be edited due to space constraints.

Executive Director – Ballet Florida

The Executive Director is responsible for the overall leadership and management of Ballet Florida, including community outreach, advocacy, and networking; fund raising; and fiscal management.

The Executive Director serves as the direct link between the Board and the staff, and functions as the Ballet's chief fund raising officer and spokesperson.

DUTIES:

Engages in fund raising at all levels. Develops with the Board of Directors and appropriate staff, and annual fundraising strategy that ensures adequate revenue to sustain ongoing operations.

Works closely with the development staff to raise funds from private and public sources, and in collaboration with board members and development staff, meets with current and prospective donors.

Serves as chief spokesperson for the Company and acts as a liaison with the media, other public sector agencies, government officials and businesses.

Works with the Company's department/unit heads in developing the Ballet's annual budget.

Leads the long-range planning and visioning process, including assessment of programs, in partnership with the Board of Directors and staff members.

Performs all other duties as assigned by the Board of Directors.

Exhibits enthusiasm, expertise, vision, passion, and leadership.

MINIMUM REQUIREMENTS:

- a. B.A. in communications or related field; B.S. in business.
- b. Minimum of 7 years of progressive experience in some combination of fund raising, management, administration, and/or program development.
- c. Exceptional communication skills, including the ability to speak effectively and persuasively on behalf of the Company.
- d. Exemplary writing skills.
- e. Ongoing commitment to the importance of the performing arts to the

quality of life in any community.

Forward resumes to Dennis Stefancci at: dstefannacc@aol.com

Director of Development – International Game Fish Association

The International Game Fish Association is seeking a Director of Development. IGFA is a non-profit organization committed to the conservation of game fish and promoting responsible, ethical angling practices, through education, rule making and record keeping. Additionally, IGFA maintains the world's records for saltwater, freshwater, fly fishing catches and state-freshwater records, establishes international angling regulations and operates the Fishing Hall of Fame and Museum at its Dania Beach, FL location.

The operating budget for the Association is approximately \$5 million and is governed by the Board of Trustees under the direction of the President.

We seek a seasoned development professional who will bring experience in all areas of fundraising including direct mail, foundation and corporate relations, special events, major gift and planned giving programs and a knowledge of capital or endowment campaigns. At least seven to ten years of experience are necessary however of utmost importance is a deep passion and strong desire for recreational fishing and aquatic resource conservation. Understanding the world of fishing as well as the ability to comfortably speak about angling is the most important aspect we seek.

The qualified individual will have a Bachelor's degree, however an advanced degree is preferable. Excellent verbal and written communication skills are required. The ability to travel occasionally to IGFA events and tournaments is necessary.

For additional information please contact: Jane M. Luiso, Principal Kittleman & Associates
200 East Broward Blvd.,
Suite 1920, Ft. Lauderdale, FL 33301
Ph: 954-712-1101, FAX: 954-712-1102
E-mail: jluiso@kittleman.net
Please refer to Job Code: AFPPB-86-A

Director of Development & Marketing – The Lord's Place

The Lord's Place, West Palm Beach, seeks a Director of Development and Marketing. The successful candidate will have at least five years progressively successful experience in managing a comprehensive fund development and marketing program, including the development and implementation of long-range fundraising plans, together with a demonstrated desire to be out of the office in contact with probable donors. Bachelor's Degree and CFRE (or CFRE eligibility) required. For further information or to offer nominations, contact only Bill Roemer, Cal Douglas Executive Search, 412-257-8758, WLRoemer@comcast.net.

The Leukemia & Lymphoma Society – Executive Director, Palm Beach Area Chapter, Palm Beach, FL

The Executive Director provides the overall leadership and management for those strategies designed to create cost effective and on-going sources of revenue, community presence, and mission enhancement for the organization within the chapter's chartered areas.

- Knowledge and skill in non-profit management with emphasis on proven fundraising results.
- Establishes an annual income development plan which represents broad opportunities for donor prospecting, cultivation, retention, upgrading, acknowledgement and recognition.
- Provides leadership, direction, management and training for chapter staff in the development and implementation of organizational plans.
- Directs the cultivation and meaningful involvement of volunteers at all levels in income producing activities.
- Proficiency in fiscal management.
- Minimum of 5 years of related experience, including 1-2 years of staff management.

Please respond to Leslie Ribakow at Arthur Diamond Associates, Inc.
(301) 654-9879 Direct
(301) 657-8876 Fax
lribakow@arthurdiamond.com

Job Bank Listings

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Development Coordinator – St. Mary's Child Development Center

St. Mary's Child Development Center is presently seeking candidates for Development Coordinator. This position offers an exciting opportunity to join our team of dedicated health care professionals who pride themselves in providing quality care. Our facilities have a prominent reputation in the community for providing excellent child development and therapy services. The ideal candidate will have a minimum of five years of fundraising experience including both annual and capital campaigns. A broad range of experiences in all facets of fundraising is essential.

The Development Coordinator is responsible for creating and managing all aspects of a comprehensive development and communications program, including public relations and relationships with and strategies for major donors and prospective donors. Responsibilities include all aspects of effective fundraising strategies and programs through various methods such as grant proposals, individual solicitation, telemarketing, events, direct response solicitation techniques. The Coordinator ensures the organization's compliance with fundraising policies and with relevant grant and government requirements. Ensures compliance with IRS 501(c)(3) requirements.

JOB ACTIVITIES:

1. Plans, organizes and handles all fundraising events and activities; including appeals and development of planned giving program, events, grant proposals, donor identification and solicitation, and donor relations.
2. Assists in the development of annual fundraising goals and objectives.
3. Develops and carries out solicitation plans. Identifies funding trends; develops and cultivates new funding sources.
4. Ensures that the organization operates in compliance with all government and grant requirements.
5. Recruits and trains volunteers to participate in the organization's fundraising programs and activities.
6. Maintains development database and monitors the flow of income, including membership renewals and the acknowledgment and receipt of gifts.
7. Monitors and prepares reports of fundraising progress. Provides financial progress reports to the Board. Performs income forecasting.
8. Writes grant proposals to solicit funding from private, government, and public foundations.
9. Develops and maintains expertise in professional field by reading current literature, and attending seminars, conferences, and meetings when possible.
10. Performs miscellaneous duties as required.

LOCATION: Position is available in West Palm Beach.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing, public relations, communications or equivalent; Master's preferred
- Association of Fundraising Professionals (formerly NSFRE) certification preferred
- Five years' experience designing and managing fund raising campaigns for non-profit organizations
- Demonstrated effectiveness in fundraising campaigns and development of planned giving programs
- Skilled in making presentations and public speaking and presentation
- Demonstrated ability and effectiveness working with volunteers
- Computer proficiency, including Microsoft Office
- Public relations experience
- Excellent written and verbal communication skills
- Strong attention to detail and deadlines
- Excellent organizational skills
- Ability to multi-task and work well under pressure
- Great attitude and ability to work well with others

Benefits

St. Mary's Child Development Center offers an excellent employee environment with outstanding benefits package: healthcare, dental, vision insurance, 401K plan, life insurance, disability, tuition reimbursement. SMCDC employees enjoy competitive salaries commensurate with experience and responsibility requirements. SMCDC is an Equal Employment Opportunity employer and a Drug Free Work Place.

Applying

To apply, fax your cover letter, resume, and salary history to Sandy Edelson at 561-881-0972. No phone calls please.

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Palm Beach County Chapter Board of Directors

PRESIDENT

Suzanne Cabrera, CFRE 561-494-0125 ext. 137
The Lord's Place, Inc. scabrera@thelordsplace.org

PRESIDENT-ELECT

Stanton F. Collemer 561-833-6333
Palm Healthcare Foundation scollemer@palmhealthcarefoundation.org

SECRETARY

Lorie Stinson 561-790-5245
South Florida Fair and Exposition lorie@southfloridafair.com

TREASURER

Rosanne Sanchez, CFRE 561-683-2700
Alzheimers Community Care rsanchez@alzcare.org

VICE-PRESIDENT— PROGRAMS

Marie A. Bloom Deckert, CFRE 561-515-1527
Bascome Palmer Eye Institute mbloom@miami.edu

VICE-PRESIDENT— MEMBERSHIP

Donna Ghioto cell 561-602-3726
Success Marketing & Consulting dghioto@adelphia.net

AFP FOUNDATION CHAIR

Kelly Patrick 561-427-0173
Girl Scouts of Palm Glades Council Kpatrick@gspgc.org

MEMBER SOCIAL CHAIR

Margaret P. Hudson 561-433-0060
At Home Safe Foundation mhudson@tcphs.org

FLORIDA CONFERENCE CHAIR

Joanne Towner, CFRE 561-471-1688
Easter Seals Florida jtowner@fl.easterseals.com

MENTORING CHAIR

Jan Rodusky 561-833-6333
Palm Healthcare Foundation jrodusky@palmhealthcarefoundation.org

DIVERSITY CHAIR

Raymond T. Adams 561-840-0194
PATCH Advisory Council PatchofPBC@aol.com

NEWSLETTER CHAIR

Sandy Thomas 561-882-0342
KidSanctuary, Inc. thomasart@adelphia.net

SCHOLARSHIP CHAIR

Dianne Reeves 561-799-8665
Florida Atlantic University, John D. McArthur Campus dreeves@fau.edu

WEBSITE CHAIR

Martie Henry 561-886-3700
Balistreri Realty 4FloridaHomes@bellsouth

GOVERNMENT RELATIONS

Suzanne Foley 561-655-8944 ext. 279
Legal Aid Society of Palm Beach County sfoley@legalaidpbc.org

IMMEDIATE PAST PRESIDENT

Roxanne Jacobs, CFRE 561-965-8500
Palm Beach Hab Center rjacobs@pbhab.com

SOUTH/NORTH COUNTY LIAISON

Michael Lichtenstein 561-686-6844
Atlantic Capital Management of Florida, Inc. mnl_acm@hotmail.com

There are still some board positions open. If you are interested in filling a professional volunteer position, please contact Suzanne Cabrera at scabrera@thelordsplace.org.

Q & A

Terrie On Nonprofits

By Terrie Temkin

February 2005

WHAT COUNTS, WHAT DOESN'T WHEN DETERMINING FAIR MARKET VALUE

Q: *How is the deductible portion of a ticket to a fund raising event determined? For instance, at a luncheon, is it merely the cost for the food and beverages served or should other event expenses be included, which would result in a smaller deduction for attendees?*

A: This question has plagued fund raisers for years, especially since the IRS publication on charitable contributions fails to directly answer this question either in its descriptive passages or its examples. However, an IRS agent helped me clarify this. Fair market value does not hinge on the organization's expenses, but rather on the "value of the benefit received." This means that the fair market value may exceed the cost of food and beverages but conceivably be less than the organization's total cost per person in putting on the event.

Let me give you an example. You hope to attract 200 people to the luncheon you referenced above. You have negotiated food and beverage costs at \$40 per person including tax and gratuities. You are offering free valet parking compliments of the hotel - a \$10 value. You have also solicited favors for everyone which retail at \$25 each. The room rental is \$1500, the invitations work out to \$4 per person, and decorations add another \$1000 to the total. The cost to the organization for putting on this event is \$56.50 per person: \$40 per person for food, \$16.50 per person for the room rental, invitations and decorations, nothing for the parking and favors which are both donated.

In determining the fair market value of the event you would not include the room rental, invitations or decorations because these are not benefits to the individuals but rather costs to the organization of doing business in this way. However, because the meal, parking and favors are benefits they should be included in the calculation of fair market value, even though the parking and favors are donated. In our example, the meal plus parking and favor totals \$75. If the organization is charging \$100 for the afternoon the allowable deduction is just \$25, not \$43.50 as would be the case if basing fair market value on the organization's costs.

One note of caution: Be sure to specify the fair market value of the event when you promote it. Merely saying something like, "deductible to the full extent of the law" is not sufficient. The IRS considers the cost of the event to be its fair market value unless that figure is broken out of the total cost.

Terrie Temkin, Ph.D. is an internationally recognized governance and planning expert. She is president of NonProfit Management Solutions, Inc. a principal in CoreStrategies for Nonprofits, Inc., and a longtime member of AFP.

Contact her at terriet@nonprofitmanagementsolutions.com
954-985-9489 or 866-985-9489

EVERY MEMBER CAMPAIGN

Congratulations and thank you to our dedicated members for helping our chapter meet our 2004 Every Member Campaign goals in support of the mission of AFP.

Joanne Towner, CFRE,
AFP Foundation Chair

Sterling Medalist:

Thomas A. Bila CFRE
Suzette Wexner

Silver Medalist:

Suzanne P. Cabrera CFRE
Stanton F. Collemer
Marie B. Deckert CFRE
Robert W. Feucht
Richard Gabel
Bruce G. Heard CFRE
Gale G. Howden
John E. Lansing
Vincent P. Lowe
Marjorie J. Sullivan

Bronze Medalist:

Charles R. Boyer
Carol Bruno
Montgomery Byers
E. J. Holt Crittenden
Stacey deLucia
Mark Fiore
Roxanne Jacobs CFRE
Patricia Montesino CFRE
Alexander L. Rosenberg
Heather Sheahan-Landstrom
Sandra Thomas
Brent Winans

Donors:

Cora L. Brown CFRE
Judith Chason
Cindy DeSilva
Kathleen B. Emmett CFRE
Tammy Jacobson
Dennis Krause
John Landry
Suellen K. Mann CFRE
Janet Oppenheimer
Jan L. Rodusky MPA CFRE
Joyce C. Rosengarten
Joanne W. Towner CFRE

Sponsor Recognition

Thank you to Imagine Recycling for the AFP January meeting sponsorship. Imagine Recycling offers *"a great fundraising opportunity that raises cash with no cost to the charity."*

Did You Know?

- Over 300 million printer cartridges and cell phones are dumped each year
- Only 5% of all empty inkjet cartridges are currently being recycled
- Plastics used in inkjet and laser cartridges can take over 10 centuries to decompose
- 2.5 ounces of oil are used to produce one inkjet cartridge
- 3.5 quarts of oil are used to produce one laser cartridge
- In the last six months alone, inkjet cartridge recycling has saved more than what was tragically spilled by the Exxon Valdez in Alaska's Prince Williams Sound in 1989.
- Stacked end to end, cartridges thrown away in one year would cover the distance of over 24,000 miles - enough to circle the earth
- In the next seven years, if all inkjet and laser cartridges are saved from landfills, a bridge could be built from Earth to the Moon 223,000 miles

*Together, we can make a difference
We Pay Cash For Your Trash!*



Imagine Recycling

7655 Enterprise Drive, Suite. A-8
West Palm Beach, FL 33404
561.840.8822 Phone 561.828.7629 Fax
info@imaginerecycling.com

Job Bank Listings

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Major Gifts Director

Palm Beach Community College Foundation is seeking a Major Gifts Director to develop and solicit gifts of \$10,000 and above for capital projects and academic programs. Proven track record in direct solicitation and working with volunteers required. Knowledge of Palm Beach County market preferred. The foundation office is on the Lake Worth Campus. Other campuses are in Boca Raton, Palm Beach Gardens and Belle Glade. Contact Rick Schuster at 561-868-3572 for more information. Check college website at <http://www.pbcc.edu/HR/> to apply.

Annual Funds Coordinator

Palm Beach Community College Foundation is seeking an annual funds coordinator to implement direct mail programs, conduct alumni activities and coordinate the annual college golf tournament. Serious direct mail and event experience required. Position based on Lake Worth Campus. Contact Rick Schuster at 561-868-3572 for more information. Check college website at <http://www.pbcc.edu/HR/> to apply.