

AFP Review

Association of Fundraising Professionals

FORMERLY NSFRE

JANUARY 2005

PALM BEACH COUNTY CHAPTER



Member Spotlight

Cora Brown, CFRE, has been Director of Development and Community Relations for South Coastal Division of Children's Home Society of Florida (CHS) for past seven

years. She recently completed an \$8.5 million capital campaign to build a new nine-acre campus for Children's Home Society. Prior to joining the CHS staff, she was with The Arc (Association for Retarded Citizens) for 15 years.

Cora earned her CFRE designation in 1999. She has been on the board of AFP Palm Beach County from 1997 through 2003, holding offices of Secretary, Vice President/membership, President-elect, President, and Immediate Past President.

A Palm Beach County resident since 1975, Cora has assumed various responsible leadership roles in the community:

- Member of Planned Giving Council of Palm Beach County since 1999; serving on Board of Directors for 2004-05
- Member of Leadership Palm Beach County Class of 1998; on Leadership Palm Beach County Board of Governors 2000-01, 2001-02, 2003-04, 2004-05; Co-Chair of Leadership Palm Beach County Adult Program for Classes of 2000 and 2001, and also for Class of 2005
- Member of Alumni Admissions Advisory

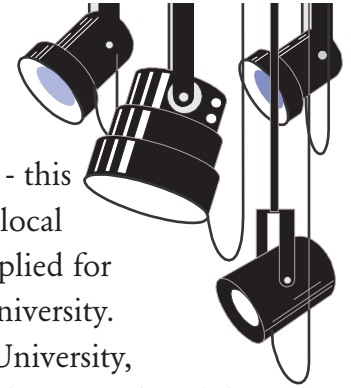
Committee for Duke University since 1980 - this involves interviewing local students who have applied for admission to Duke University.

A graduate of Duke University, Durham, NC, she is a member of Duke Club of the Palm Beaches. She has been a Jupiter resident since 1979 and married for 31 years to Walker Brown. They have two sons - Philip, 26, also a Duke graduate, employed by IBM in Raleigh, NC; and Eric, 22, a senior at University of Central Florida in Orlando.

New members especially may wish to meet this long-time AFP member who has years of experience in fund development. Whether you are a new member or a long-time member, be sure to congratulate our first Spotlight Member of the New Year.

AFP Members please note:

There are several board positions open. Please see page 4 for volunteer opportunities.



*Wishing all of you success in
2005*

President's Message

Do you make New Year's resolutions each year? I know many people who do but I try to take the pressure off myself by making a "to do" list for the New Year. I know you are all busy fundraising professionals but it is important to spend some time each year on professional development.

My goal will be applying for my ACFRE or Advanced Certified Fundraising Executive credential. Here are some other suggestions that you may want on your resolution or "to do" list for 2005.

1. Attend the International Conference in Baltimore, April 3-6, 2005 - If you have never attended an international conference you're in for an enriching experience. The speakers, seminars and networking opportunities are all first rate. Guest speakers include Harry Belafonte, Benjamin Solomon Carson Sr., M.D. and Cal Ripkin. There are 21 educational tracks to choose from with everything from Annual Giving to Technology in Fundraising. There are also some great airfare deals to Baltimore on carriers such as AirTran and Southwest. Advance registration ends March 11th so check the website at www.afpnet.org today for more information.

2. Apply for your CFRE or ACFRE - There is no better time to take that all important step in your career. There will be a CFRE exam right here in Palm Beach County on June 19, 2005. The deadline for applying to take the examination is April 19th so go to the crfe.org website and download the application. If you have any questions or need any assistance, please let me know. I will match you up with a seasoned veteran who will assist you with the process. And for those of you who have had your CFRE and have been through three renewals, it is time to think about your ACFRE. Contact me if you are thinking about beginning the ACFRE process and we can tackle it together.

3. Volunteer on the Chapter Board of Directors - I can honestly say that the more I have put into AFP, the more I have gotten out of it. I became involved seven years ago as a volunteer and have enjoyed getting to know my fellow directors and members. I have learned a tremendous amount in my leadership role with the organization and have never regretted saying "yes" to the Education and Certification Chairmanship that was offered seven years ago. We still need volunteers, including an Education and Certification Chair, so please consider volunteering.

4. Access the new Career Planner on the AFP Website - Joanne Towner, our Delegate to the Assembly, told us about an exciting new resource that AFP is offering. The Career Planner offers tools and educational resources for three stages of professional development including: Emerging Leader, Experienced Leader and Senior Leader. Check this new tool out at the member's only section at afpnet.org as this is a member benefit (another great reason to join if you haven't already.)

Get busy on those resolutions or "to do" lists and have a healthy and prosperous New Year!

Respectfully,
Suzanne
Suzanne P. Cabrera, CFRE



Mark Your Calendar!!!

Groundhog Job Shadow Day February 2, 2005

Groundhog Shadow Day is a nationally recognized event that gives middle and high school students an up-close look at the world of work. Junior Achievement will mobilize Palm Beach County business volunteers to bring students into the workplace and provide information on various careers. (See the December AFP newsletter for detailed information.) Be sure to complete a Host Information Form and fax it to Mollie Rhodes at (561) 242-9469. Call Mollie at (561) 242-9468 or email mollie@juniorachievement.com.

MONTHLY MEETING NOTICE

January 20, 2005

Speaker: Greg McHale, cMarket

"Fundraising & Online Special Events"

Overview: Greg McHale, Founder of online auction fundraising company cMarket, will discuss the adoption of the Internet as a growing fundraising medium, with a specific emphasis on using online auctions to generate fundraising revenue, better engage constituents and members, and brand your organization or cause.

**The Governor's Club
Noon Buffet Luncheon**

11:30 a.m. Networking • 12:00 Program

Fax or email your RSVP to:

**Kathleen B. Emmett (561) 273-2259
kemmett@hpbc.com by Fri., Jan. 14, 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, Dennis Krause at 561-637-7566 or email him at dkrause@adelphia.net. 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



**Palm Beach County Chapter
Board of Directors**

PRESIDENT Suzanne Cabrera, CFRE The Lord's Place, Inc.	561-494-0125 ext. 137 scabrera@thelordsplace.org
PRESIDENT-ELECT Stanton F. Collemer Palm Healthcare Foundation	561-833-6333 scollemer@palmhealthcarefoundation.org
SECRETARY Lorie Stinson South Florida Fair and Exposition	561-790-5245 lorie@southfloridafair.com
TREASURER Rosanne Sanchez, CFRE Alzheimers Community Care	561-683-2700 sanchez@alzcare.org
VICE-PRESIDENT- PROGRAMS Marie A. Bloom Deckert, CFRE Bascome Palmer Eye Institute	561-515-1527 mbloom@miami.edu
VICE-PRESIDENT- MEMBERSHIP Donna Ghioto Success Marketing & Consulting	cell 561-602-3726 dghioto@adelphia.net
AFP FOUNDATION CHAIR Kelly Patrick Girl Scouts of Palm Glades Council	561-427-0173 Kpatrick@gspgc.org
MEMBER SOCIAL CHAIR Margaret P. Hudson At Home Safe Foundation	561-433-0060 mhudson@tcphs.org
FLORIDA CONFERENCE CHAIR Joanne Towner Easter Seals Florida	561-471-1688 jtowner@easter-seals.org
MENTORING CHAIR Jan Rodusky Palm Healthcare Foundation	561-833-6333 jrodusky@palmhealthcarefoundation.org
DIVERSITY CHAIR Raymond T. Adams PATCH Advisory Council	561-840-0194 PatchofPBC@aol.com
NEWSLETTER CHAIR Sandy Thomas KidSanctuary, Inc.	561-882-0342 thomasart@adelphia.net
SCHOLARSHIP CHAIR Kathleen Emmett, CFRE Hospice Palm Beach County	561-848-5200 Kemmett@hpbc.com
IMMEDIATE PAST PRESIDENT Roxanne Jacobs, CFRE Palm Beach Hab Center	561-965-8500 rjacobs@pbhab.com
WEBSITE CHAIR Martie Henry Balistreri Realty	561-886-3700 4FloridaHomes@bellsouth

Q & A
On Nonprofits
By Terrie Temkin
January 2005

Q: *Our organization recently held an auction. We were told that whatever someone was willing to pay for an item is the "fair market value" to that buyer for that item so people cannot claim any portion of their purchases as a donation. Can this be true? If it is, it will certainly put a damper on buying as word gets out.*

A: It is true for some items, but not for others. The IRS regulations state that a claim for a charitable deduction may be made for monies paid in excess of the fair market value of an item purchased at an auction if the buyer can show that he or she knew prior to bidding that the value of the item was less than his or her eventual bid for it. Conceivably, then, if at the beginning of an auction the charity provides each participant with a catalog listing the fair market value of all the items, or the auctioneer announces the fair market value of each item prior to accepting bids, and someone bids more than this amount, he or she could claim a deduction for the amount paid over the publicized value. However, this only works where there is a good idea of the value of each item - say for a cruise, tickets to a sporting event or the theater, or a piece of jewelry.

Where this becomes dicey is when the auction features items for which there is no way to determine fair market value. The opportunity to meet a celebrity is an example of one such item. In such cases the person who purchases the item is determining the fair market value by deciding how much he or she is willing to pay for it. This means that regardless of how much is bid for an item that may have little "real" value there would still be no allowable claim for a deduction.

Obviously, too, if the charity has not provided a list of values for its items prior to accepting bids the prices paid will be assumed to be their fair market value. The exception here would be if the winner of any given bid is an acknowledged expert on the type of item on which he or she bid. In such a case he or she could legitimately claim awareness of its fair market value.

The following board positions are currently open:

- Public Relations Chair
- Sponsorship Chair
- National Philanthropy Day Chair

Please contact Suzanne Cabrera if you are interested in filling a position.

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