



2017 Annual Report



Message from the President

Happy New Year! I am pleased to present this annual report on the state of and activities of our chapter for the past year. Our chapter continues to be strong, with growing membership, consistent retention and a healthy financial picture.

There are many benefits to being part of an international organization. The power of a strong lobby helps carry the nonprofit advocacy message forward. The power of a strong international member body provides the volume of information for valuable research into best practice, compensation and other benchmarks defining our profession. The emphasis on diversity encourages us to look at and appreciate the differences that make us unique while celebrating our common goal of wanting to make a positive impact on our world.

The challenges? International plus local chapter dues can make an AFP membership costly for some budgets. Additionally, your time is valuable and the competition for your attention is real. To offset these challenges, we must focus on providing solid programming and local networking benefits to support our members and the value of this association.

Member value continues to be the priority for our Board and committees in their planning efforts. Our year in review highlights some accomplishments to that end.

I encourage you to do your part to increase your member value. Join us for more programs in 2018, meet up at a member social and review the monthly e-blast newsletter for other opportunities to enhance your career. Finally, consider volunteering to make your chapter more of what you want it to be.

As always, I encourage your feedback and am honored to serve this chapter.
Best,

Nancy

Nancy Seidl Nelson, CFRE
Chapter President

Connections and Learning: 2017 By the Numbers

Chapter membership:	330
Education Program attendance:	
Members:	325
Potential members:	131
Fundraising Day Wisconsin:	316
Member-only Free Webinar:	18
National Philanthropy Day Attendance:	553

Providing Resources, Advancing Careers: 2017 Scholarships Awarded

2017 International Conference - San Francisco

Chamberlain Award (from AFP Foundation) for first-time conference attendee:

Carolyn Hahn, Wisconsin Parkinson Association

Additional Scholarships awarded through Chapter resources:

Heather Stoskopf - ERAS Senior Network
Lindsay Just - Addiction Resource

"The AFP International Conference costs a lot of money for a non-profit organization to spend on continuing education. That being said, it is very worthwhile to attend! I highly recommend applying for a scholarship. Not only do you have the opportunity to attend sessions taught by the top fundraisers in the world, but you get to network with people from several different countries. I came prepared with three different questions to ask other fundraisers, and it was very interesting to hear their strategies." Heather Stoskopf



Fundraising Day Wisconsin - joint project with AFP Madison Chapter

Scholarships awarded to Southeast Wisconsin Chapter attendees:

Ellen Wilkinson - St. Anthony School of Milwaukee
Elizabeth O'Hara - Alverno College
Cassandra Eder - Riveredge Nature Center
Robin Luther - Susan G. Komen Southeast Wisconsin

AFP Membership Scholarships - funded jointly by our chapter resources and a chapter grant from the AFP Foundations for Philanthropy

Hannah Offerman - Prevent Blindness
Dana Leair - Humane Animal Welfare Society (HAWS)
Holly McKoy - Literacy Services of Wisconsin
Conrad Wynstra - Addiction Resource Council (free membership earned by our chapter achieving its Ten Star Gold Status)

2017 Financial Highlights

In December 2016, the AFP Board approved a budget of \$124,500 for our 2017 operations.

As of December 31, 2017, our income exceeded budget, ending the year at \$127,805. Higher than projected membership and a sold-out Fundraising Day Wisconsin (with proceeds split with AFP Greater Madison chapter) were contributors to this positive showing.

Careful execution of our budget resulted in lower than projected expenses, and these savings resulted in a net operating income of \$25,740.

Our chapter engaged the firm of Reilly Penner Benton for an organizational audit. The result was a clean audit with minimal recommendations.

Our financial policies require a chapter reserve equivalent to a minimum of 50% of annual budget. For the year ending December 31, 2017, our chapter reserve is in compliance with a balance of \$187,904. The board will be looking at opportunities for growth and investment in our chapter for continued success in the future.

Supporting Our Profession: Be the Cause Campaign

Forty donors from our chapter gave \$3,156 to support the AFP Foundation Be the Cause Campaign. Funds raised through this campaign are used by the AFP Foundations for Philanthropy to support the Chamberlain Scholarship program, other scholarships, research and education opportunities for fundraising professionals. Support from the Foundation comes directly back to chapters for their use on local education or other member opportunities. Thank you to our 2017 donors:

Lisa Attonito
Christine Baranoucky
Joseph Brooks, CFRE
Julie Whelan Capell
Vicki Chappell
Dr. Jennifer Charpentier, CFRE
Nancy Clarkin
Wendy Cozzens
Doug Diefenbach
Sarah Drilias
Jeannie Fischer
Michelle Fobair
Michael Frohna, CFRE
Natalie Glumm
Carolyn Hahn
Doris Heiser
Will Janisch
Kim Koch
Joseph Paul Maddalena
Jim Maletta

Mark Maurice, CFRE
Elizabeth J. Meyer
Shavonn Montgomery Brown
Jim Moore
Nancy Nadolny
David Ordan
Tamara Pacada, CFRE
Ellen Phillips, CFRE
Lisa Pieper, CFRE
Aliya Pitts
Kris Ponciroli
Jamie Pratt
Erin Richardson
Chuck Rozewicz
Joan Rudnitzki, CFRE
Nancy Seidl Nelson, CFRE
Jim Van Hoven
Tim Weiss
Katie Willinger
Dawn Wollenzien

2017 Chapter Leadership

2017 Board of Directors

Nancy Seidl Nelson, CFRE
President

Jim Moore
President Elect

Tamara Pacada, CFRE
Past-President

Doug Diefenbach
Secretary

Vicki Chappell, CPA
Treasurer

Michelle Fobair
VP - Communications

Joseph Brooks, CFRE
VP - Education

Chuck Rozewicz
VP - Membership/Diversity

Jeannie Fischer
National Philanthropy Day Chair

Natalie Glumm
Sponsorship Chair

Christine Baranoucky
At-Large Director

Sarah Drilias
At-Large Director

Michael Frohna, CFRE
At-Large Director

Will Janisch
At-Large Director

Kim Koch
At-Large Director

Committees

Communications Committee

Michelle Fobair
Doug Diefenbach
Jayne Pfeifer

Membership/Diversity Committee

Chuck Rozewicz
Heidi Boyd, CFRE
Jay Burseth
Joe Maddalena, CFRE
Shannon Malnory-Silbernagel

National Philanthropy Day Committee

Jeannie Fischer
Christine Baranoucky
Erin Richardson
Nancy Seidl Nelson, CFRE
Meaghan Vilcins

Scholarship Committee

Shavonn Montgomery Brown
Carolyn Hahn
Kim Koch
Heather Stoskopf

Education Committee

Joseph Brooks, CFRE
Dr. Jennifer Charpentier CFRE
Anya Gordon
Kristin Hansen
Hannah Harris
Paula Harris
Lindsay Just
Jonathan Mann
Elizabeth O'Hara
Jean Opitz
Meaghan Vilcins
Shannon Watry, CFRE
Robin Wohlfeil

Mentoring Program

Bridgett Brown
Michael Frohna, CFRE

Fundraising Day Wisconsin - Southeast Wisconsin Committee Members

Joseph Brooks, CFRE
Pam Mattox, CFRE
Lisa Pieper, CFRE
Rhonda Plotkin

Many other members stepped up to the plate when needed, helping at Educational luncheons, supporting National Philanthropy Day and Fundraising Day Wisconsin. Thanks to all who assist in our chapter's success!