IDEA HIGHLIGHTS

- The chapter achieved the IDEA Champion designation again this year.
- Each AFPGM Committee met with Arlen Moss, our IDEA Officer, and explored ways that they could approach their work differently this year, examining all aspects of their committee’s tasks through an IDEA lens.
- The AFPGM board created a 2021 Diversity Action Plan with goals like:
  - Exploring partnership opportunities with additional local organizations.
  - Increase NPD outreach to organizations that employ and advocate for underrepresented groups.
  - Consider speaker representation to present board range of perspectives.
- Launched development of a JEDI Intensive Course in partnership with Daniel Sims.
MEMBERSHIP & ENGAGEMENT HIGHLIGHTS

Our Membership Committee supported Chapter members and friends alike, through 2021 by:

- Hosting three virtual social hours for our members and friends to build professional connections and lasting friendships
- Continuing to help Greater Madison’s fundraising community with questions and communications between Chapter members and AFP Global
SCHOLARSHIP HIGHLIGHTS

• Despite the challenges of 2021, our Chapter was able to assist two members renew their CFRE credentials
• Updated our overall general scholarship guidelines
• Added additional benefits thanks to those that honored the life of Boris Frank through memorial gifts to the "Emerging Leaders" Scholarship
• A new user-friendly Google Form has been created to simplify the application process
PROFESSIONAL DEVELOPMENT HIGHLIGHTS

- We had a successful series of programs and roundtables in a virtual setting for 2021. These were all free!
- Plus, one in-person roundtable in August
- Remained dedicated to the IDEA lens with topics ranging from advocating for anti-racist workplaces, discussions on Deb Biddle’s presentation, uncomfortable conversations with donors, and capitol projects
- Focused on maintaining a diverse group of experts and panelists
- Based on survey results, we will continue to meet virtually
Thank you 2021-2022 sponsors!
The Communications Committee released seven e-newsletters throughout the year, with:

- Spotlights on diverse members of our fundraising community - something we hope to continue as we move forward with IDEA initiatives
- Increased focus on highlighting members and professional development opportunities through Facebook page
- Newsletter articles written by and for our Greater Madison members
MENTORSHIP PROGRAM HIGHLIGHTS

• We launched our second cohort of mentor and mentee pairs in May of 2021
• Our program expanded from 4 pairs in its inaugural year to 6 pairs this year
• Pairs continue to get creative in how they meet - everything from going on hikes together, to Zoom and phone meetings, to old-fashioned grabbing a coffee together

“This is my first year as a member of AFP and I was excited to learn about the program. My first nonprofit job was overwhelming as I was asked to do a lot with very little training/resources. In that time, I relied on making connections via LinkedIn to pose questions. I liked the opportunity to share my knowledge and resources with someone newer in the field.”

- Megan Van Thomme, American Red Cross of Wisconsin
Thank you to all of the donors who have already contributed to the AFP Foundation's Be the Cause campaign in 2020.

These dollars support scholarships, diversity efforts, and industry research, both locally and internationally.
2020 ANNUAL MEETING MINUTES

AFP Greater Madison Chapter
December 15, 2020
12:00 pm

*This meeting was held virtually due to extenuating circumstances of the COVID-19 Pandemic.

President Janie Winston calls the meeting to order at 12:03 pm. She welcomed members and guests to the annual meeting.

She introduced the program that will be following the annual meeting and thanked the Alliant Energy Foundation for their sponsorship of the program.

Janie acknowledged outgoing board members: Jen Davie, Halley Pucker, Marissa DeGroot, Julia O’Donnell, Jacob Immel, Mindy Petersen, David Mossner, Kristi Shepard, Julie Ehrke, Courtney Poister.

Janie presented the slate of officers for the 2021 Board of Directors.

Officers
President: Sarah Linn
President-elect: Anna January
Immediate Past President: Janie Winston
Secretary: Jen Allen
Treasurer: Caitlin Behnke

Committee Chairs and Officers
Communications Chair: Max Nguyen
Fundraising Day Wisconsin Chair: Aimee Furie
Membership & Engagement Chair: Ash Collins

National Philanthropy Day Chair: Elissa Russell
Professional Development Chair: Janie Winston
Scholarship Chair: Jamie Schneider
Diversity Officer: Arlen Moss
Mentorship Officer: Lily Mize
YP Officer: Sean Sobecki
At-Large Member: Tracy Phillips
At-Large Member: Mary Donahue
At-Large Member: Martha Vukelich-Austin
At-Large Member: Nina Gehan
At-Large Member: Jonathan Solari

Janie calls for approval of the 2021 Board of Directors slate as presented. Members voice their approval by responding “Yes” in the chat window. Members vote yes and the 2021 Board of Directors slate is approved.

Janie continued to present the 2020 Year in Review with highlights of the committee and Chapter activities. This also included a report of the 2020 YTD budget and the 2021 Budget.

Sarah Linn, the President-Elect, acknowledged Janie’s work as president of the Chapter for the past two years.

Janie calls to close the meeting and move into the December program at 12:17 pm.
## 2021 BUDGET

<table>
<thead>
<tr>
<th>Income</th>
<th>Actual (As of 12/12/21)</th>
<th>Budget</th>
<th>Over (Under) Budget</th>
<th>% of Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFP - Member Rebate</td>
<td>$6,825.00</td>
<td>$7,650.00</td>
<td>-$825.00</td>
<td>89.22%</td>
</tr>
<tr>
<td>AFP Job Board</td>
<td>$7,125.00</td>
<td>$4,400.00</td>
<td>$2,725.00</td>
<td>161.93%</td>
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<tr>
<td>Contributions</td>
<td>$52,617.66</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Fundraising Day Wisconsin</td>
<td>$11,380.14</td>
<td>$18,000.00</td>
<td>-$6,619.86</td>
<td>63.22%</td>
</tr>
<tr>
<td>Interest Income - Money Market</td>
<td>$60.85</td>
<td>$463.00</td>
<td>-$402.15</td>
<td>13.14%</td>
</tr>
<tr>
<td>Total Philanthropy Day Revenue</td>
<td>$29,377.50</td>
<td>$25,750.00</td>
<td>$3,627.50</td>
<td>114.09%</td>
</tr>
<tr>
<td>Total Professional Development Revenue</td>
<td>$0.00</td>
<td>$300.00</td>
<td>-$300.00</td>
<td>0.00%</td>
</tr>
<tr>
<td>Program Income</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Program Income</td>
<td>$1,260.00</td>
<td>$4,200.00</td>
<td>-$2,940.00</td>
<td>30.48%</td>
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<tr>
<td><strong>Total Income</strong></td>
<td><strong>$108,666.15</strong></td>
<td><strong>$60,763.00</strong></td>
<td><strong>$47,903.15</strong></td>
<td><strong>178.84%</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Administration</td>
<td>$29,261.33</td>
<td>$32,044.00</td>
<td>-$2,782.67</td>
<td>91.38%</td>
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<tr>
<td>Communications</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Communications</td>
<td>$0.00</td>
<td>$350.00</td>
<td>-$350.00</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total Fundraising Day Wisconsin Exp.</td>
<td>$8,319.19</td>
<td>$13,700.00</td>
<td>-$5,380.81</td>
<td>60.72%</td>
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<tr>
<td>Total Membership</td>
<td>$0.00</td>
<td>$250.00</td>
<td>-$250.00</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total Philanthropy Day</td>
<td>$11,550.34</td>
<td>$1,959.00</td>
<td>$9,591.34</td>
<td>591.69%</td>
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<tr>
<td>Total Programs</td>
<td>$0.00</td>
<td>$2,150.00</td>
<td>-$2,150.00</td>
<td>0.00%</td>
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<tr>
<td>Total Scholarships</td>
<td>$816.00</td>
<td>$10,300.00</td>
<td>-$9,484.00</td>
<td>7.92%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$50,066.86</strong></td>
<td><strong>$60,763.00</strong></td>
<td><strong>-$10,696.14</strong></td>
<td><strong>82.40%</strong></td>
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<tr>
<td>Net Operating Income</td>
<td>$58,599.29</td>
<td>$0.00</td>
<td>-$58,599.29</td>
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</tr>
<tr>
<td>Net Income</td>
<td>$58,599.29</td>
<td>$0.00</td>
<td>-$58,599.29</td>
<td></td>
</tr>
</tbody>
</table>
## 2022 Proposed Budget

<table>
<thead>
<tr>
<th>Revenue:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Philanthropy Day sponsorships</td>
<td>$28,000.00</td>
</tr>
<tr>
<td>Philanthropy Day registration</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Professional Dev - meeting fees</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Professional Dev - meeting sponsors</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>Professional Dev - roundtables</td>
<td>$600.00</td>
</tr>
<tr>
<td>Fundraising Day Wisconsin</td>
<td>$11,500.00</td>
</tr>
<tr>
<td>CFRE review course</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>Job Board</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>AFP member rebate</td>
<td>$6,500.00</td>
</tr>
<tr>
<td>Be the Cause rebate</td>
<td>$100.00</td>
</tr>
<tr>
<td>Interest</td>
<td>$463.00</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$78,663.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Philanthropy Day</td>
<td>$15,500.00</td>
</tr>
<tr>
<td>Fundraising Day Wisconsin</td>
<td>$11,500.00</td>
</tr>
<tr>
<td>Professional Development</td>
<td>$6,300.00</td>
</tr>
<tr>
<td>Communications</td>
<td>$2,900.00</td>
</tr>
<tr>
<td>Scholarships</td>
<td>$10,000.00</td>
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<tr>
<td>CFRE review course</td>
<td>$3,120.00</td>
</tr>
<tr>
<td>Administration</td>
<td>$29,343.00</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$78,663.00</strong></td>
</tr>
<tr>
<td>Net income</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
2021 BOARD OF DIRECTORS

President: Sarah Linn
President-elect: Anna January
Immediate Past President: Janie Winston
Secretary: Jen Allen
Treasurer: Caitlin Behncke
Communications Chair: Max Nguyen
Fundraising Day Wisconsin Chair: Vacant
Membership & Engagement Chair: Ash Collins
National Philanthropy Day Chair: Elissa Russell
Professional Development Chair: Janie Winston
Scholarship Chair: Angela Davis
Diversity Officer: Arlen Moss
Mentorship Officer: Lily Mize
YP Officer: Sean Sobecki
At-Large Member: Tracy Phillippi
At-Large Member: Mary Donahue
At-Large Member: Martha Vukelich-Austin
At-Large Member: Nina Gehan
At-Large Member: Jonathan Solari
Big thank you to the following outgoing board members:

- Treasurer: Caitlin Behncke
- Membership & Engagement Chair: Ash Collins
- At-Large Member: Tracy Phillippi
- At-Large Member: Martha Vukelich-Austin
2022 BOARD OF DIRECTORS
PROPOSED SLATE

President: Sarah Linn
President-elect: Anna January
Immediate Past President: Janie Winston
Secretary: Jen Allen
Treasurer: Erin Krysinski
Communications Chair: Max Nguyen
Membership & Engagement Chair: Lynn Perez-Hewitt
National Philanthropy Day Chair: Elissa Russell
Professional Development Chair: Creal Zearing
Scholarship Chair: Angela Davis
IDEA Officer: Arlen Moss
Mentorship Officer: Lily Mize
Young Professionals Officer: Sean Sobecki
At-Large Member: Jamie Quam
At-Large Member: Mary Donahue
At-Large Member: Natalie Glumm
At-Large Member: Nina Gehan
At-Large Member: Jonathan Solari
At-Large Member: Beth Larson
NATIONAL PHILANTHROPY DAY

- We offered a hybrid event - with in-person attendees joining us at Overture Center for the Arts, while virtual attendees enjoyed the presentation online.
- Two new hosts, Sabrina Madison and Jason Ilstrup, helped us create a joy-filled event to celebrate our award winners.
- We had 145 attendees attend in person as well as 30 online attendees.
2021 NATIONAL PHILANTHROPY DAY AWARD WINNERS

**Outstanding Individual Philanthropist:** Robert “Bob” Auerbach, Nominated by: UW Odyssey Project

**Outstanding Small Business:** Reynolds Transfer & Storage, Nominated by: The Road Home

**Outstanding Grassroots Fundraisers:** Bird Ross and Brenda Baker, Nominated by: Madison Community Foundation

**Outstanding Volunteer Fundraiser:** Elizabeth (Betsy) Huebel, Nominated by: Madison Public Schools Foundation, Inc.

**Outstanding Business:** UW Credit Union, Nominated by: United Way of Dane County
2021 NATIONAL PHILANTHROPY DAY AWARD WINNERS

**Outstanding Philanthropic Foundation**: CUNA Mutual Group Foundation, Nominated by: East Madison Community Center

**Outstanding Youth in Philanthropy**: Eliza Gepner, Nominated by: MOM (Middleton Outreach Ministry)

**Lifetime Achievement**: Jane Coleman, Nominated by: Madison Community Foundation

**Outstanding Fundraising Professional**: Kelley Van Egeren, Nominated by: Aldo Leopold Nature Center
THANK YOU TO OUR 2021 SPONSORS

PRESENTING SPONSORS

CUNA Mutual Group
Madison Community Foundation

NEW SPONSORS

Wisconsin Foundation & Alumni Association

PLATINUM SPONSORS

Foundation for Madison’s Public Schools
MG&E®

PARK BANK

SVA Nonprofit Services

THE QT GROUP

PROGRAM SPONSORS

Madison Symphony Orchestra

United Way of Dane County

EVENT SPONSOR

Overture Center for the Arts
FUNDRAISING DAY WISCONSIN

- FDW was created to bring national speakers and trainers to our backyard at an affordable price. We are grateful for the virtual platforms that allowed us to bring speakers from across the US to local audiences again this year in a five webinar series.
- Speakers included: Terry Broussard Williams, Ken Miller, CFRE, Courtney Polster, CFRE, Andrea Cota, Birgit Burton, and Liz LeClair
- Community Conversations were held after each webinar to give space for participants to share more ideas on the featured topic
- 60 individuals attended virtually this year
Thank you sponsors!
THANK YOU
FROM THE AFP MADISON CHAPTER

Mission
AFP Greater Madison is a partnership of people and organizations devoted to advancing ethical and effective philanthropy through education, professional development, networking, and outreach.

AFP Greater Madison Chapter
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www.afpmadison.org
(608) 421-3597