



AFP MADISON CHAPTER

2024 ANNUAL REPORT

DECEMBER 17, 2024



COMMUNICATIONS HIGHLIGHTS

The Communications Committee released 7 e-newsletters throughout 2024 including:

- Variety of topics (Advocacy, compensation, professional dev, spotlighting members, etc.)
- Newsletter articles written by and for our Greater Madison members (Over 25 contributed)
- Interested in engaging? Subscribe to our emails and social media pages, or connect with Max Nguyen or Elliott Valentine

Honoring Women's History Month & Jenny Pressman



"I Love What I Do": Origin Story
with Jill McNally

Advocacy can support your mission *Gathering Waters shares a success story*



As a fundraiser, you know that Development touches all aspects of your organization's programs and activities. You also know some programs are more popular with corporate supporters and foundation grantors. Others garner a better response in personalized direct mail and e-appeals for annual support. Still, other initiatives become proposals presented to individual donors.

IDEA (Inclusion Diversity, Equity, and Access) HIGHLIGHTS

- Established a 2024 work plan supporting our IDEA values & the strategic objective: “To encourage professional engagement and membership from underrepresented communities”
- Established IDEA co-officer position
- Began exploring the feasibility of IDEA fellowship program
- Launched working group to explore the re-establishment of an IDEA committee
- Facilitated a board discussion on Community Centric Fundraising (CCF)
- Retained AFP Global’s IDEA Champion designation
- Supported AFP committees in their IDEA-focused goals and programming
- Working to actively listen and explore ways we can support grassroots and under-resourced organizations



MEMBERSHIP & ENGAGEMENT HIGHLIGHTS

The Membership & Engagement Committee supported Chapter members in 2024 by:

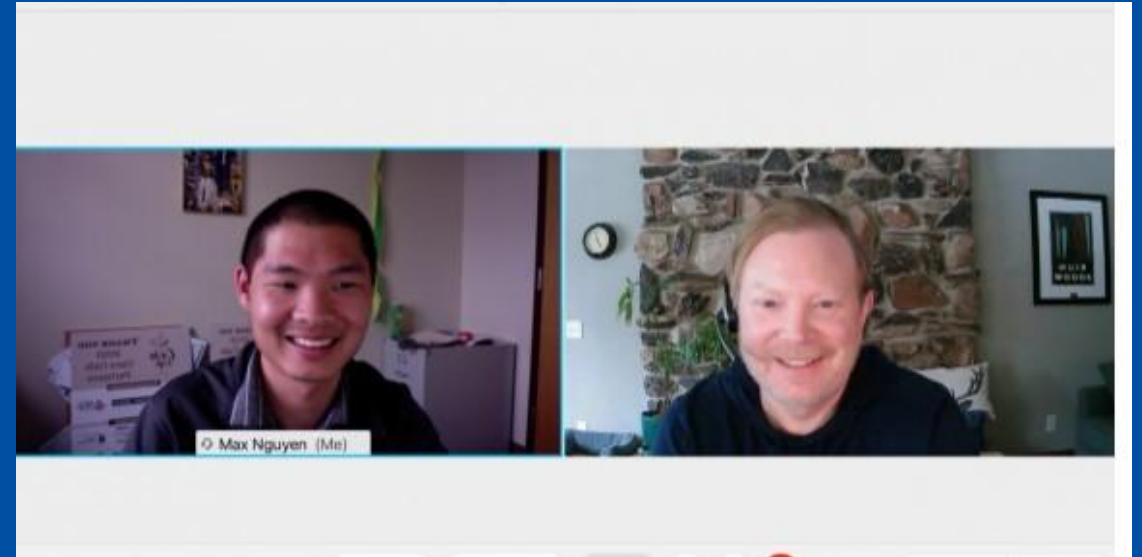
- Hosting a variety of free networking events throughout the year
 - Coffee/Cocktail Chats – these casual events rotate locations and have no agenda. It's a great way to stay connected
 - August Summer Social – A fun gathering that encourages members to bring a non-member as a guest. We had great attendance this year!
 - Virtual Speed Networking held over the lunch hour
- The committee reached out to lapsed members to encourage renewal



Current AFP Greater Madison Chapter Members as of 11/25/24: 172

MENTORSHIP PROGRAM HIGHLIGHTS

- AFP Greater Madison's Mentorship Program continued strong enrollment, with **11 pairs for the 2024-25 cohort**.
- In the 4 years since launching the Mentorship Program, we've **connected over 40 mentees with mentors**.
- If you are interested in volunteering to be part of this work, please let Mentorship Chair, Pete Schwieger, know!



"Loved the mentorship program! Another way to connect our fundraising community and has helped inspire me to think creatively. Eric [Salisbury] and I have continued to connect even after we were "done" in the program. I lean on him for career decisions, fundraising tactics, and even some non-fundraising stuff like our shared love of country music."

Quote from Max Nguyen, Edgewood College

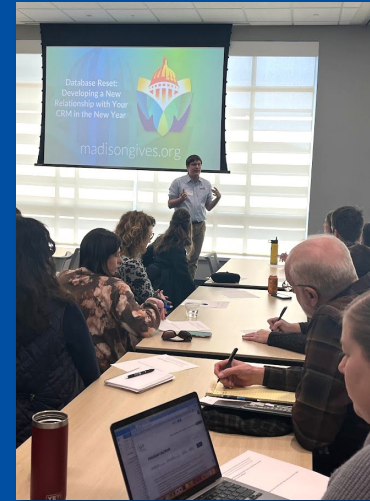
PROFESSIONAL DEVELOPMENT HIGHLIGHTS

In 2024, the Professional Development Committee:

- Had 11 awesome members!
- Put on 5 roundtables & 5 speaker programs
- Hosted Fundamentals of Fundraising
- Met at 6 different non-profit locations

Thank you to:

- All of our speakers and hosts,
- All of you for coming,
- For your patience with the multiple catering snafus...



SCHOLARSHIP HIGHLIGHTS

Scholarships Awarded in 2024:

- 3 Fundamentals of Fundraising Scholarships (\$529 ea.)
- 1 Fundraising Day Wisconsin Scholarship (\$185)
- 4 Membership Scholarships
- 2 AFP ICON Conference Scholarships (\$1,399 ea.)
- 39 Scholarships for attendance of Chapter Lunch Programs, Roundtables, and Grants Workshop (\$530 total)



Total Scholarships Granted in 2024: \$5,100

CAMPAIGN HONOR ROLL

Aleeh Schwoerer

Anna January

Breanne Chase

Caitlin Ryan

Courtney Spilker

Creal Zearing

Dani Lockett

David Mossner

Elizabeth Larson

Emily Wills

Erin Krynski

Jen Allen

Jen Davie

Karen Gibbs

Kristi Shepard

Lori Werbeckes

Lynn Perez-Hewitt

Marcy Heim

Mary Salisbury

Max Nguyen

Michael Sweitzer-Beckman

Natalie Glumm

Peter Schwieger



Thank you to all of the donors who have already contributed to the AFP Foundation's Be the Cause campaign in 2024.

These dollars support scholarships, diversity efforts, and industry research, both locally and internationally.



2023 ANNUAL MEETING MINUTES

**Minutes of the Association of Fundraising Professionals - Greater Madison Chapter
Annual Meeting
December 12, 2023 – 8:30 a.m.
Madison College- South Campus**

[Annual Meeting Minutes](#)



VOTE NEEDED!

2024 ACTUAL TO BUDGET

	Actual (As of 11/30/24)	Budget	Over (Under) Budget	% of Budget
Income				
AFP - Member Rebate	7,700	6,300	1,400	122.2%
AFP Job Board	11,605	9,000	2,605	128.9%
Be the Cause Chapter Rebate	-	250	(250)	0.0%
Total Fundamentals in Fundraising	5,688	3,900	1,788	145.8%
Total Fundraising Day Wisconsin	29,485	44,000	(14,515)	67.0%
Interest Income - Money Market	4,984	500	4,484	996.8%
Total Philanthropy Day Revenue	17,489	33,600	(16,111)	52.1%
Total Professional Development Revenue	6,573	5,500	1,073	119.5%
Total Income	83,524	103,050	(19,526)	81.1%
Expenses				
Total Administration	34,869	36,212	(1,343)	96.3%
Total Communications	-	200	(200)	0.0%
Total Fundamentals in Fundraising	4,288	3,400	888	126.1%
Total Fundraising Day Wisconsin	24,318	34,550	(10,232)	70.4%
Total Philanthropy Day	7,418	14,457	(7,039)	51.3%
Total Professional Development	3,428	4,150	(722)	82.6%
Mentorship Program	-	250	(250)	0.0%
Scholarships	2,506	10,000	(7,494)	25.1%
Total Expenses	76,827	103,219	(26,392)	74.4%
Net Income	6,697	(169)	6,866	

2025 PROPOSED BUDGET

Income	
Philanthropy Day Sponsorships	20,000
Philanthropy Day Registration	13,600
Fundraising Day Wisconsin Sponsorships	10,000
Fundraising Day Wisconsin Registration	30,625
Fundamentals of Fundraising	3,900
Professional Development Roundtables	1,300
Professional Development Monthly Meetings Sponsorship	1,000
Professional Development Monthly Meetings Registration	5,000
AFP - Member Rebate	6,300
AFP Job Board	10,000
Be the Cause Chapter Rebate	250
Interest Income	3,500
Total Income	105,475
Expenses	
Philanthropy Day	13,080
Fundraising Day Wisconsin	32,550
Fundamentals of Fundraising	4,450
Professional Development	5,300
Communications	200
Scholarships	10,000
Membership	1,000
IDEA	1,500
Mentorship	250
Administration	37,142
Total Expenses	105,472
Net Loss	3



VOTE NEEDED!

2024 BOARD OF DIRECTORS

- **President: Mike Sweitzer-Beckman**
- **President-Elect: Beth Larson**
- **Immediate Past President: Anna January**
- **Secretary: Jen Allen**
- **Treasurer: Erin Krynski**
- Communications Chair: Max Nguyen
- Membership & Engagement Chair: Breanne Chase
- National Philanthropy Day Chair: Natalie Glumm
- Professional Development Chair: Creal Zearing
- Scholarship Chair: Beth Larson
- IDEA Officer: Dani Luckett
- IDEA Officer: Mary Salisbury
- Mentorship Officer: Pete Schweiger
- Young Professionals Officer: Aleeh Schwoerer
- At-Large Member: Karen Gibbs
- At-Large Member: Caitlin Ryan
- At-Large Member: Courtney Spilker
- At-Large Member: Emily Willis



THANK YOU!

Big thank you to the following outgoing board members:

- Secretary: Jen Allen
- National Philanthropy Day Chair: Natalie Glumm
- Professional Development Chair: Creal Zearing
- At-Large Member: Emily Wills



2025 BOARD OF DIRECTORS PROPOSED SLATE

- **President: Beth Larson**
- **President-Elect: Mary Sailsbury**
- **Past President: Mike Sweitzer-Beckman**
- **Secretary: Karen Gibbs**
- **Treasurer: Erin Krynski**
- Communications Co-Chair: Max Nguyen
- Communications Co-Chair: Elliot Valentine
- Fundraising Day Wisconsin Chair: Anna January
- Membership & Engagement Chair: Breanne Chase
- Mentorship Chair: Pete Schwieger
- Professional Development Co-Chair: Leslie Huber
- Professional Development Co-Chair: Caitlin Ryan
- Scholarship Chair: Lisa Gundlach
- Sponsorship Chair: Aleeh Schwoerer
- IDEA Officer: Mary Sailsbury
- At-Large Member: Brad Green
- At-Large Member: Jenni Lien
- At-Large Member: Dani Luckett
- At-Large Member: Courtney Spilker



VOTE NEEDED!



National Philanthropy Day Celebration 2024 Sponsors



Madison COMMUNITY FOUNDATION

United Way of Dane County
FOUNDATION



United Way
of Dane County



The Power of Caring. **Working for All.**



Wisconsin Foundation
& Alumni Association
UNIVERSITY OF WISCONSIN-MADISON



NATIONAL PHILANTHROPY DAY®

- The AFP Greater Madison Chapter hosted the 37th National Philanthropy Day on November 11th at Madison Youth Arts.
- This year's event was held in-person and had 150 attendees
- This year the event was hosted by two of our board members, Mike Sweitzer-Beckman, and Beth Larson! They did an amazing job leading the event to celebrate this year's honorees and their accomplishments!

2024 HONOREES

OUTSTANDING BUSINESS

AlphaGraphics MIDDLETON

Nominated by: Madison Reading Project

OUTSTANDING VOLUNTEER FUNDRAISER

Vicki Kenyon

Nominated by: Madison Reading Project

OUTSTANDING PHILANTHROPIC ORGANIZATION

Ascendium Education Group

*Nominated by: East Madison Community Center, Literacy Network,
UW Madison La Follette School of Public Affairs*

OUTSTANDING YOUTH IN PHILANTHROPY

By Youth For Youth

Nominated by: United Way of Dane County

OUTSTANDING FUNDRAISING PROFESSIONAL

Emily Gruenewald

Nominated by: Beth Larson

FUNDRAISING DAY WISCONSIN – June 18, 2024

- This year's event was held at American Family Insurance for the second time. This greatly helped to keep costs low, as the facilities rental was donated.
- Full day filled with 9 different speaker who came from across the country, including the AFP Global Board Chair, Birgit Burton Smith.
- Plans for the 2025 event are underway – if you have an idea for a speaker or trainer, reach out to Anna January.





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.

THANK YOU

FROM THE AFP MADISON CHAPTER

AFP Greater Madison Chapter

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