



ANNUAL REPORT

2020
EDITION

ABOUT AFP UTAH CHAPTER

An official chapter of AFP Global, AFP Utah serves professional fundraisers statewide. AFP Utah is run by a volunteer working board of directors and one part-time chapter administrator. Our goal is to provide top-notch training, so Utah fundraisers can be a force for good.

MISSION

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

PURPOSE

- To promote high standards of service and conduct among fundraisers in the state of Utah.
- To provide opportunities for professional development for fundraisers at all career stages.
- To promote a Code of Professional Ethics and Standards, and build trust among donors.
- To preserve and enhance a culture of philanthropy and volunteerism in the state of Utah.
- To keep our members on top of the latest fundraising news and serve as a unified voice for Utah's fund raising community.

DEAR AFP UTAH MEMBERS & FRIENDS,

Fundraisers are the bedrock of our nonprofit community. They listen. They raise support. And they've helped their organizations navigate one of the most challenging years in recent history.

I am profoundly proud of them.

Last spring, as the realities of COVID-19 settled in, it became clear to us that the AFP Utah Chapter needed to provide even more support to these talented professionals. Among the highlights from the past year:

- We re-designed our trainings so they were timely, relevant, and responsive to COVID-19 needs.
- We dramatically increased the number of trainings offered and made many of them free. As a result, we had more than 500 participants throughout the year!
- We offered economic relief membership scholarships to support those hit hardest by COVID-19.
- We launched our Inclusion, Diversity, Equity, and Access Initiative with specific goals communicated transparently to our community.



During difficult times, there are always signs of hope. You just need to know where to look. As we all come out of this year transformed, the AFP Utah Chapter will be here to help fundraisers continue to be a force for good throughout Utah.

A handwritten signature in black ink that reads "Jessie". The script is fluid and cursive, with a long, sweeping underline that extends to the right.

Jessie Strike
2020 AFP Utah President

2020 BOARD OF DIRECTORS

Jessie Strike, President

Natural History Museum of Utah

**Robyn Jensen, Nominations Chair
/ Past President**

Rowland Hall

Lisa Arnette, Secretary

Pathway Associates

Judy Fang, Treasurer

Fang Family Foundation

Lindsay Nelson, President-Elect, Partnerships Chair

University of Utah, David Eccles
School of Business

**Michelle B. Lyhnakis,
Memberships Co-chair**

University of Utah, David Eccles
School of Business

**Laura Chynoweth,
Communications Chair**

Granted Fundraising Consultants

Erin Hurtado, Webmaster

ACLU of Utah

**Safia Keller, Underwriting
Co-chair**

University of Utah College of
Education

Brandi Jolley, Member At Large

Big Brothers Big Sisters of Utah

**Andrew Swindle, Member At
Large**

Waterford School

**Liza Springmeyer, Programming
Co-Chair**

Pathway Associates

Tim Johns, Scholarships Chair

Planned Parenthood Association of
Utah

**Erin Laney-Barr, Underwriting Co-
chair**

Barr Property Development Group

**Rachel Robertson, Member-At-
Large**

University of Utah Annual Giving

**Heather Brown, Memberships Co-
chair**

KUER 90.1 / NPR Utah

**Chelsie Armstrong, Programming
Co-chair**

University of Utah College of Engineering

2020 STAFF

**Maybell McCann, Chapter
Administrator**

LEADING THROUGH CHANGE

Social Justice

AFP Utah Chapter represents hundreds of organizations with all types of missions, and we know there is absolutely no place for racism, exclusion, or oppression in our world. AFP Utah Chapter is committed to learning from our BIPOC (Black, Indigenous and People of Color) community, committed to racial equity, and committed to social justice.

2020 board actions taken to advance our chapter's commitment to inclusion, diversity, equity, and access:

- Created an IDEA Chair position to add to our Board in 2021.
- Set up systems for continual evaluation of board diversity – defined in many ways.
- Invested in IDEA leadership training for the board members guiding this chapter.
- Brought top-notch IDEA learning opportunities to our community of fundraisers.
- Awarded two IDEA scholarships.


LEADING THROUGH CHANGE (cont'd)

COVID-19

From the beginning of the pandemic, AFP Utah Chapter pivoted quickly to offer COVID-19-focused resources and trainings.

2020 Board actions taken to ensure our community members continue to benefit throughout the pandemic and beyond:

- Hosted our **first-ever Town Hall** virtually to hear directly from our community what they needed help to navigate during the pandemic.
- Provided a series of highly-attended, virtual, **relevant, free programming**.
- **Increased the number of trainings** available from one per quarter to one-to-two per month.
- Awarded **six Economic Relief Membership Scholarships** to community members experiencing economic barriers to joining AFP as a result of COVID-19.



"Just wanted to let you know that I was really impressed by how quickly Utah's AFP transitioned as a result of COVID-19 and how much programming they quickly began to offer to assist non-profits."

Paulin Cheatham
Dominion Energy Charitable Foundation

PROGRAM IMPACT

Workshops

[virtual & free to all during COVID-19]

[60 attendees]

March 5
Women in
Philanthropy
Workshop

[52 attendees]

April 17
AFP Utah Town Hall
& Survey

[43 attendees]

April 24
Ask a Fundraising
Consultant Panel

**185
attendees**

May 13
Fundraising During
Utah's Recovery

[69 attendees]

May 28
Raising \$1M in
One Night

[20 attendees]

July 28
How to Earn
Your CFRE

[30 attendees]

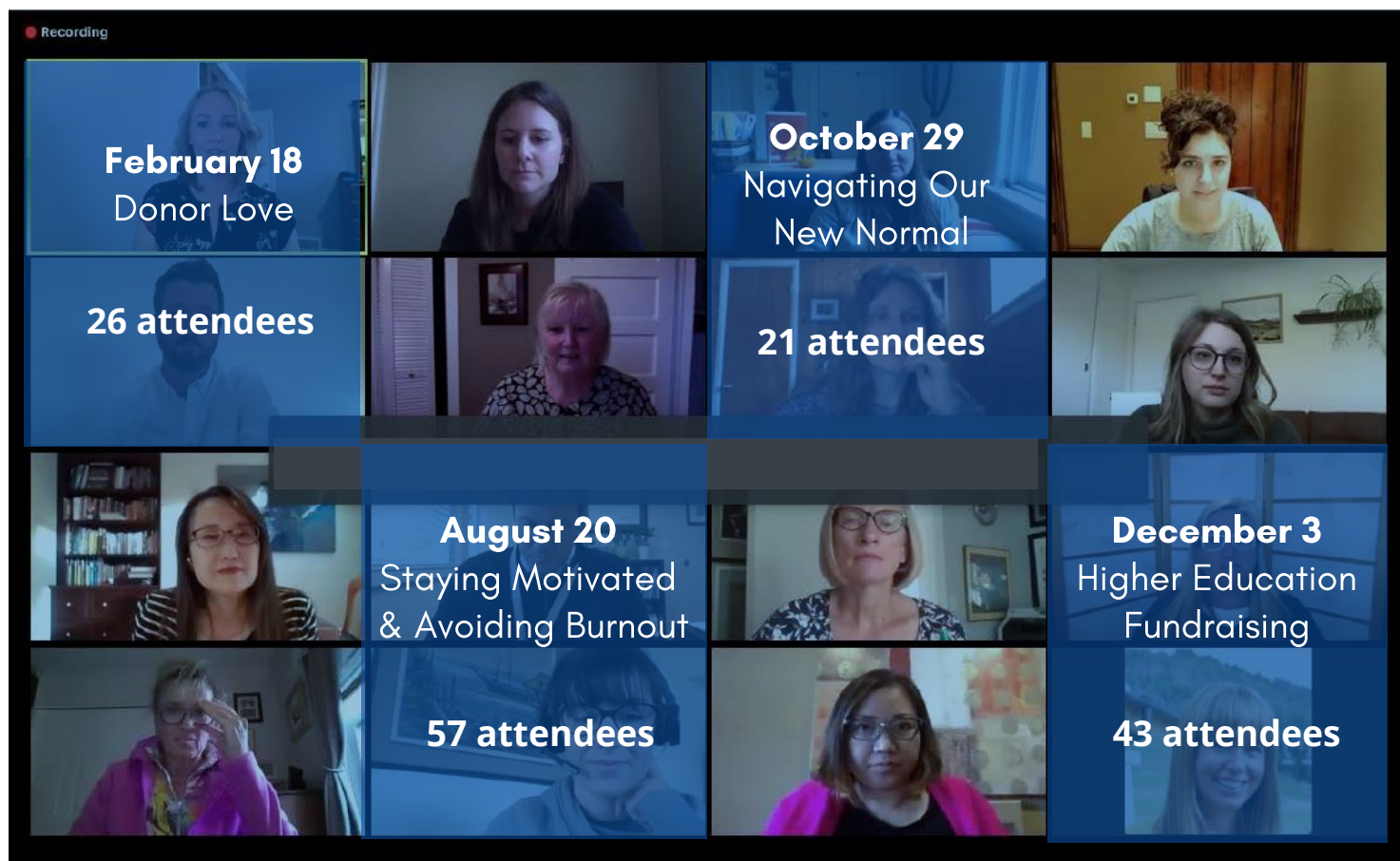
September 29
Speak! What to Say
and How to Say It

Total community members served:
459

PROGRAM IMPACT (cont'd)

Lunch & Learn Sessions

[always free to all | virtual during COVID-19]



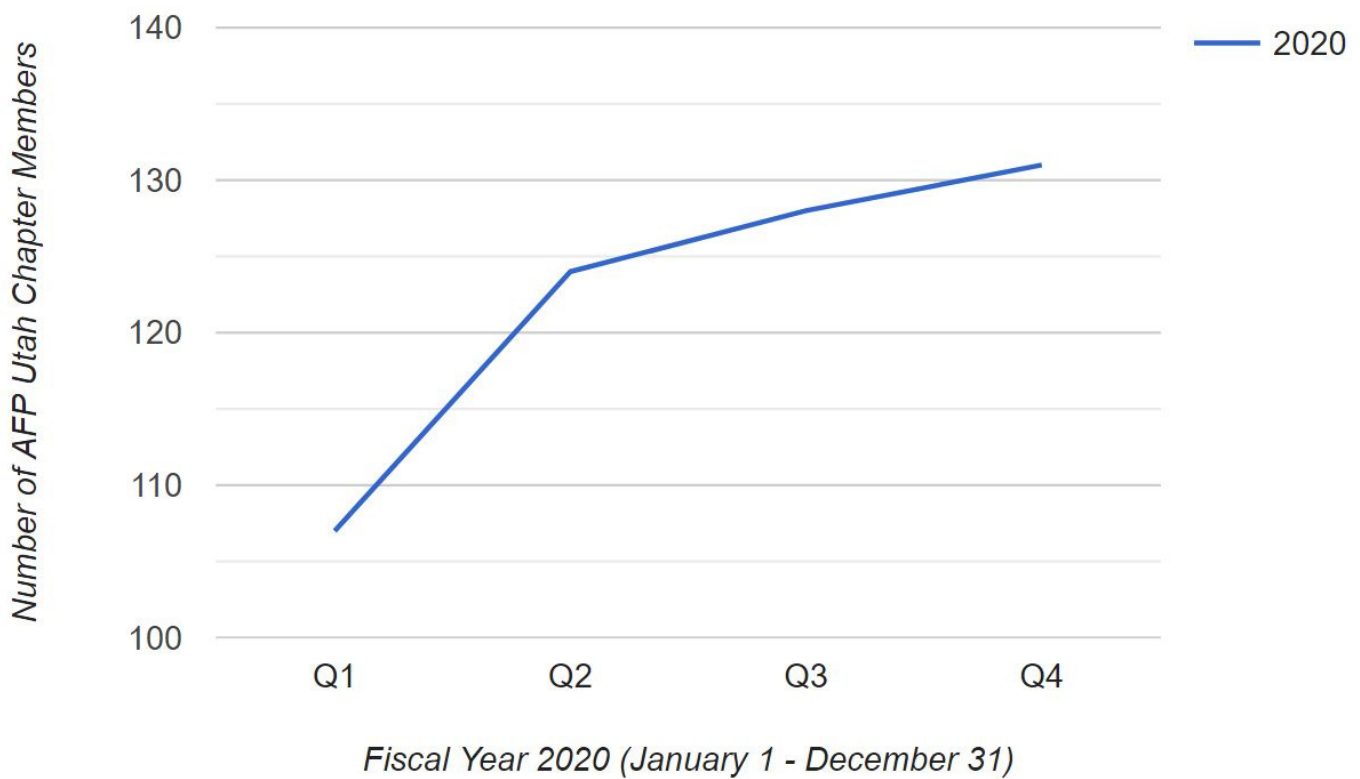
Total community members served:
147

MEMBERSHIP

AFP Utah Chapter grew its membership by 18% in FY2020.

Members receive discounted registration on local and national workshops, access to an outstanding online library of professional resources, free digital access to AFP's quarterly *Advancing Philanthropy* magazine, and more!

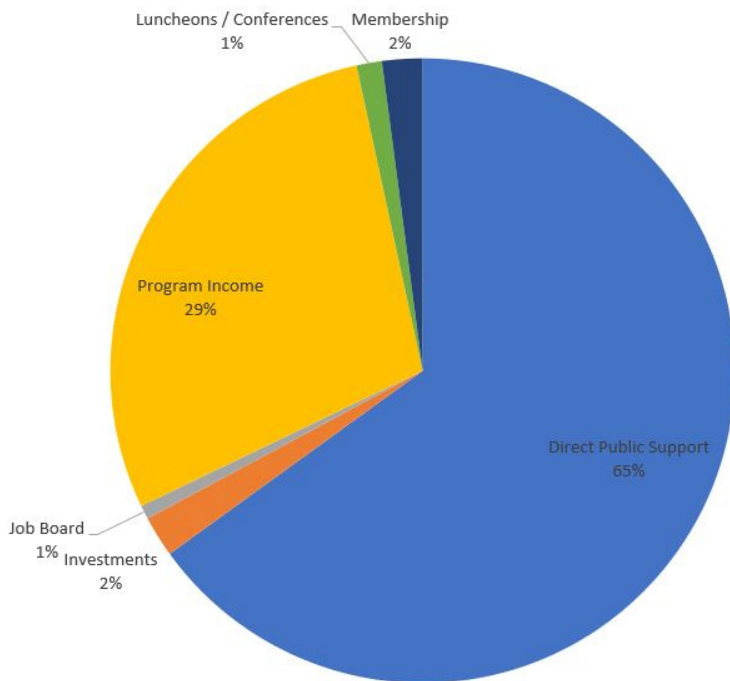
2020 AFP Utah Chapter Membership by Quarter



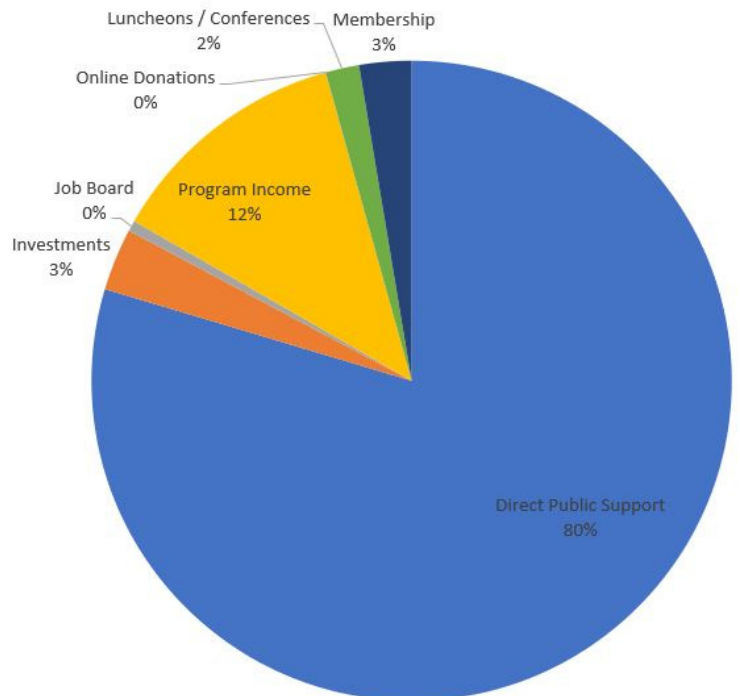
FINANCIALS

A 501c3 nonprofit organization, AFP Utah Chapter's sources of revenue include the afputah.org job board, direct public support, and program registration fees.

In 2020, AFP Utah Chapter charged a registration fee for only one of its workshops, which was the only one that took place prior to the declaration of the COVID-19 national emergency.



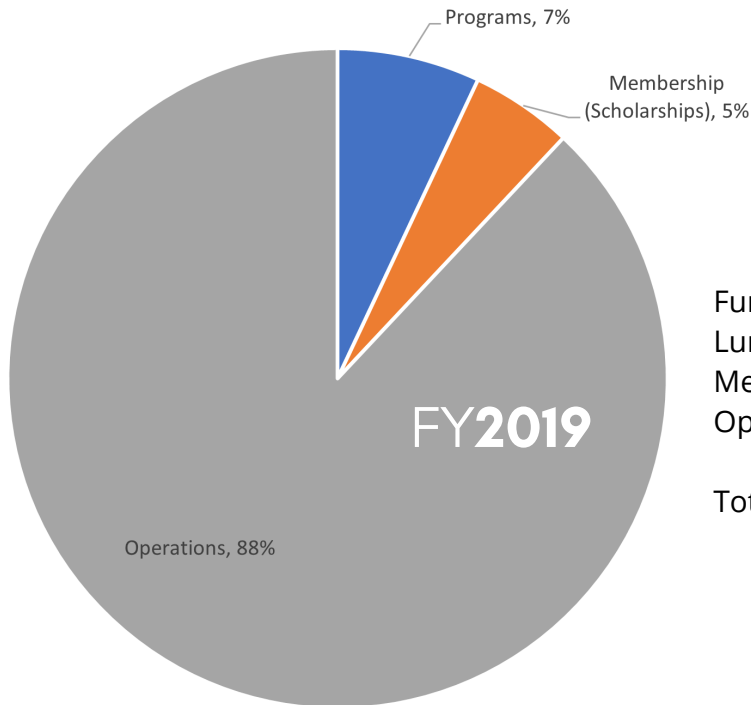
FY2019



FY2020

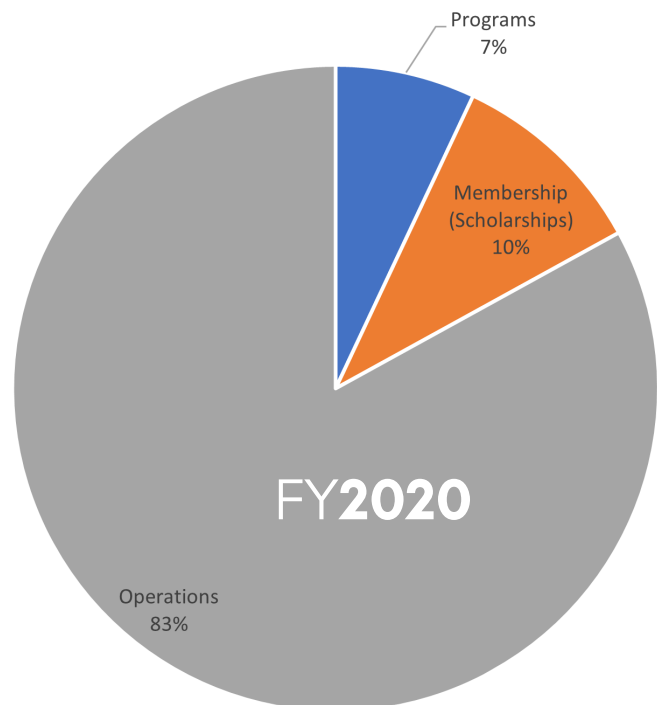
FINANCIALS (cont'd)

A breakdown of AFP Utah Chapter's expenditures by category for FY2019 and FY2020 is depicted below.



| | |
|------------------------------|-------------|
| Fundamentals of Fund Raising | \$7,578.75 |
| Luncheons/Conferences | \$881.60 |
| Membership (Scholarships) | \$1,404.75 |
| Operations | \$11,973.94 |
| Total Expenditures | \$21,839.04 |

| | |
|---------------------------|-------------|
| Luncheons/Conferences | \$1,185.18 |
| Membership (Scholarships) | \$1,844.60 |
| Operations | \$10,697.26 |
| Total Expenditures | \$13,727.04 |





AFP Utah Chapter's 2020 programs were made possible with support from our generous sponsors:

GEORGE S. AND DOLORES DORÉ ECCLES
F O U N D A T I O N



follow us! 



@AFPUtahChapter

www.afputah.org