



# ANNUAL REPORT

20

22

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# ABOUT THE ASSOCIATION OF FUNDRAISING PROFESSIONALS UTAH CHAPTER

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An official chapter of Association of Fundraising Professionals (AFP) Global, the AFP Utah Chapter 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

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

## PURPOSE

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- 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 fundraising community.

# A MESSAGE FROM OUR PRESIDENT

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Dear AFP Utah Chapter Members, Supporters, and Friends,

Each of you has my sincere appreciation and admiration. Together as Utah's non-profit community - as volunteers, fundraisers, donors, and advocates - we navigated an ever-changing landscape of challenges and opportunities in 2022. Throughout the year, we found innovative ways to support our organizations' missions and the individuals we serve despite the challenges brought on by the pandemic. **Thank you for all you have done and continue to do for our community!**

To our board members - thank you for the tremendous efforts you made on behalf of our members. We shifted our conference from April to June and we were able to gather in person for "Fundamentals of Fundraising: What's at Your Core?" at UMOCA. In November we came together again to celebrate philanthropy in partnership with Utah Nonprofits Association, and USERVE Utah, for Utah Philanthropy Day held at Hale Center Theater. After two years of broadcasting the event, it was a joy to see our friends and colleagues again. We also hosted numerous workshops providing training relevant to the current challenges, as well as member networking events and socials. Our membership grew exponentially, and we were thrilled to welcome more and more of Utah's fundraisers into our network!



**Liza Springmeyer**  
**2022 AFP Utah**  
**Chapter President**

To our generous donors - thank you for making our chapter thrive and giving us the resources needed to support fundraisers and in turn their many different organizations. We could not offer what we offer and support fundraisers from the smallest nonprofit to the largest organizations in the state without your generosity. Thank you!

To our members - thank you for being part of our community! We hope you continue to reap positive benefits from your association with the AFP Utah Chapter. Know that the work you do each day is incredibly impactful for the individuals we serve. We appreciate you!

Sincerely,

A handwritten signature in cursive script that reads "Liza".

# 2022 BOARD OF DIRECTORS

**Liza Springmeyer,**  
**President**

Pathways Associates

**Judy Fang, President Elect**

Fang Family Foundation

**Erin Laney, JD, Secretary**

Barr Property Development

**Rachel Robertson,**  
**Treasurer**

University of Utah Advancement

**Lindsay Nelson, Past**  
**President, Nominations**

University of Utah Advancement

**Michelle B. Lyhnakis, Member-At-**  
**Large**

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

**Andrea Barnes, Membership**  
**Co-Chair**

PC Tots

**Jessie Strike, Member At Large**

Natural History Museum of Utah

**Janzell Tutor, IDEA Chair**

University of Utah School of  
Dentistry

**Monica Owen, Programming Co-**  
**Chair**

Columbus Community Center

**Lisa Arnette, Scholarships Chair**

Pathway Associates

**Ryan Baldwin, Conference Co-**  
**Chair**

Intermountain Healthcare

**Alexis Brown, Conference Co-**  
**Chair**

Park City Community Foundation

**Becky Youksetter, Programming**  
**Co-Chair**

Guadalupe School

**Chelsie Armstrong, Member-At-**  
**Large**

University of Utah College of Engineering

**Janet Borg, Underwriting Co-**  
**Chair**

Southern Utah University

**Heather Brown, Membership Co-**  
**Chair**

KUER

## 2022 STAFF

**Gayle Ewer, Chapter Administrator**

# PROGRAM IMPACT

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Workshops & Programs 2022

## **Virtual Fundraising Townhall**

It has been a long two years and COVID has wreaked havoc on nearly every aspect of our lives, including our careers as fundraisers. It seems like there is finally a light at the end of the tunnel, but how do we know how to plan during these uncertain times? Join AFP Utah and fundraising professionals from all around the state of Utah as we gather to discuss how we, and the organizations we represent, are doing. We want to hear from YOU about your concerns, ideas and strategies in fundraising as we start to emerge from the pandemic.

Date: Friday, March 18, 2022

## **Donor Stewardship - Lessons Learned and Moving Forward After the Pandemic**

Join AFP Utah as we take a deep dive into donor stewardship. A panel of experts will talk about how they successfully pivoted their donor stewardship during the pandemic and how they plan to move forward now that COVID-19 seems to be improving. They will discuss best practices and different ways to meet donors where they are comfortable.

Date: Friday, May 20, 2022

## **Best Practices in Annual Giving Drives**

Roll up your sleeves and join us in sharing our successes and lessons learned in annual giving. Bring your favorite annual giving campaign and share what worked and what didn't so we can all learn together in this roundtable-type discussion. Plus, explore KRCL's offices and studios on the hip west side of Capitol Hill in downtown Salt Lake City. After the roundtable, network and mingle with your fellow AFP Utah members.

Date: Thursday, June 30, 2022

## **AFP Utah Members Roundtable & Social**

Geared for the Park City crowd – but all who are interested are welcome – join us for an AFP Utah Member Roundtable where we will tackle current issues and best practices in non-profit fundraising. Meet with your peers to learn from their successes and lessons learned. After the working session, we'll enjoy a social so that we can get to know each other and build community.

Date: Thursday, August 25, 2022

# PROGRAM IMPACT CONT.

## Case Study: How to Build a Planned Giving Program for Your Organization

AFP Utah Chapter is partnering with the Utah Planned Giving Roundtable for another exciting event! A case study will be presented outlining how Best Friends Animal Society coached local nonprofit The Christmas Box International to establish a planned giving program. Attendees will leave with inspiration and ideas on how to start a planned giving program at their own organizations.

Date: Wednesday, September 21, 2022

## Engaging Your Board, Beyond the Board Meeting

Nonprofit boards are an essential piece to an organization's success, but how do development professionals keep board members engaged beyond the meetings? Join AFP Utah for a virtual panel of nonprofit leaders and active board members on tips for successful board engagement and healthy long-term partnerships with board members. You'll leave with ideas to invigorate your board so they will be strong advocates and partners in your nonprofit's mission.

Date: Thursday, December 1, 2022

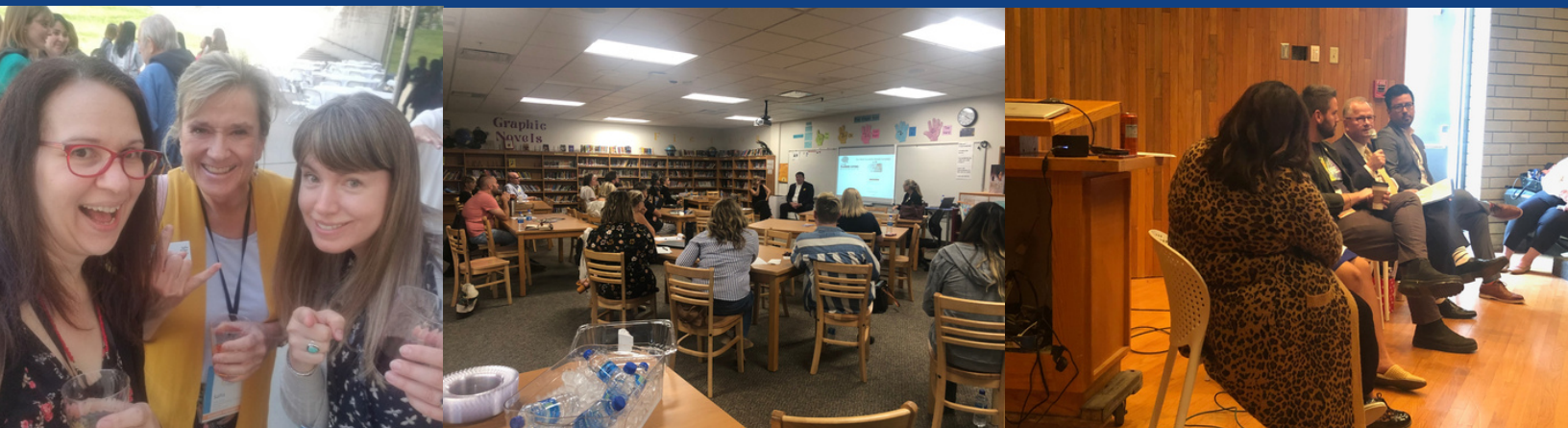
6

learning programs

150+  
participants

15

different presenters





# FUNDAMENTALS OF FUNDRAISING IMPACT

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Conference Event



The AFP - Utah Fundamentals of Fundraising conference is a full day education course providing a comprehensive overview of fundraising principles at the fundamental level. The course content covers the roles, responsibilities and best practices of fundraisers, with emphasis on what you are likely to encounter at the beginning of your career, including networking with fellow Utah fundraisers.

Learning objectives include Hybrid Fundraising, Marketing & Communications, Best Practices from Funders, Creating a Fundraising Plan, What's at Your Core (reaffirming diversity, equity and belonging as a core value), and more.

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# FUNDAMENTALS OF FUNDRAISING CONFERENCE IMPACT CONT.

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**91 registered**  
28 non-members

## Sessions & Speakers

### **Keynote - What's at your core?**

Christina Chang | Christina Chang Equity Consulting

### **Everything I Know About Fundraising (so you should listen now before I'm dead)**

Jeff Driggs | Westminster College

### **Lessons From the Field**

Peggy Green, Iron County C&S | Lavine Shapiro, UFB | Liza Springmeyer, Pathway Associates

### **Ask a Funder Panel**

Mike Aguilar, Mark Miller Subaru | Don Stirling, Larry H. Miller Foundation | Diego Zegarra, Park City Community Foundation | Moderator - Janzell Tutor, University of Utah School of Dentistry

### **Marketing & Communications**

Christine Coleman, Park City Community Foundation

### **Networking Hour**

Network and learn from peers!



# MEMBERSHIPS & SCHOLARSHIPS

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**180**  
chapter members

**2**

membership scholarships  
provided for demonstrated  
financial need

**1**

membership scholarship  
provided for Inclusion,  
Diversity, Equity, & Access

**2**

scholarships for attendance  
to Fundamentals of  
Fundraising Conference

**\$1,925**  
awarded in financial aid

Each year, AFP Utah Chapter awards scholarships for various needs, such as membership dues or scholarship attendance.

In 2022 the Scholarship Committee awarded the following:

- Two Fundamentals of Fundraising conference scholarships (\$420)
- Three yearlong AFP Utah Chapter membership scholarships (\$1,005)
- One travel stipend for the ICON AFP Global conference (\$500)

# SCHOLARSHIP IMPACT

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"Our organization is small enough that our special events last year just got cancelled. Learning in the break outs about how some organizations are moving forward with events and other options was super helpful.

**My list of ways to fundraise outside of our norm has grown because of this conference.** This was really time and money well spent. Thank you for making it possible and **help me grow and helping my organization grow."**

- Emilee J., AFP Conference Scholarship Recipient

Thank you for not only contributing to the continuation of our professional education but also the incredible generosity and support of philanthropic mission work in our communities. As one of our keynote speakers mentioned, we are all members of an impact profession. I **truly believe in being a force for good and so many of us here in Utah could not do this without your incredible support and generosity.**

- Tracey W., AFP Conference Scholarship Recipient

Your sponsorship directly influenced our ability to support the safety and well-being of children and families throughout Utah. By learning how to better engage our community through fundraising, we are able to unify resources, partners, and our relationships in support of those in our community who need a helping hand.

One of the most inspirational moments of the conference was hearing Intermountain Health Care and University of Utah Health **discussing ways to collaborate towards a common goal.** We often become so isolated in our work, it's refreshing to know we're not alone in **our work to better the lives of others. I cannot express my gratitude enough.**

- Casey M., AFP Conference Scholarship Recipient



## Host Organizations



# UTAH PHILANTHROPY DAY

## Utah's Flagship Celebration of Philanthropy & Volunteerism

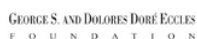
Each November since 1999, the Association of Fundraising Professionals Utah Chapter (formerly Utah Society of Fund Raisers), Utah Nonprofits Association, and UServeUtah have celebrated Utah's outstanding philanthropists and volunteer leaders at the annual Philanthropy Day Luncheon.

Eight prestigious awards along with the Heart & Hands Award honor the various components of the critical nexus between visionary, supportive philanthropy and thriving, creative nonprofit organizations that respond to community concerns and the need for change.

The 2022 Utah Philanthropy Day celebration was held on November 15th at the Hale Centre Theatre in Sandy, with more than 600 tickets sold.

**Utah Philanthropy Day is critical revenue** to support AFP Utah's programming and educational support for fundraising professionals across the state.

## Thank You to Our 2022 Sponsors!



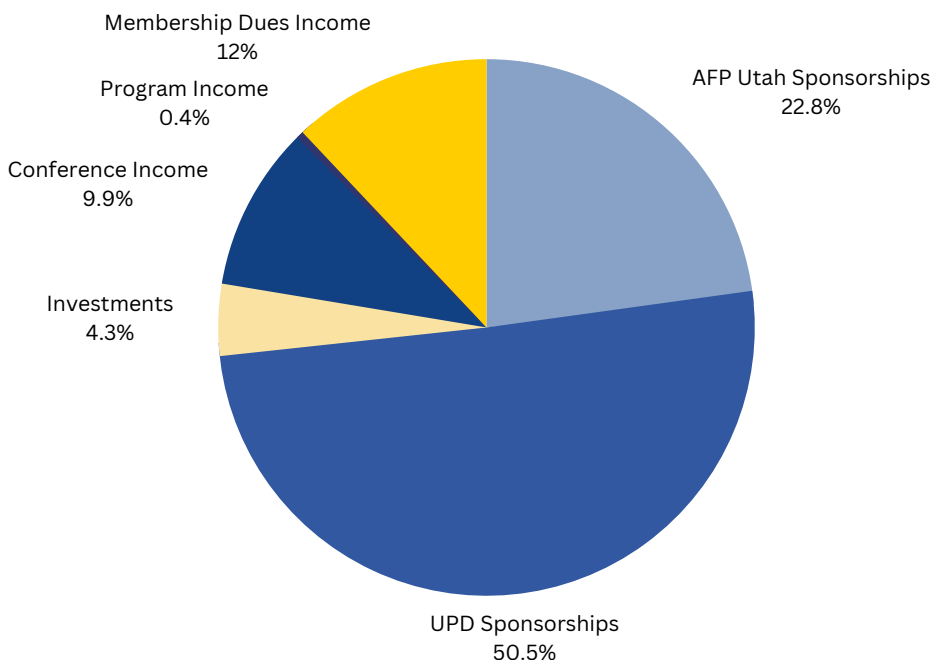
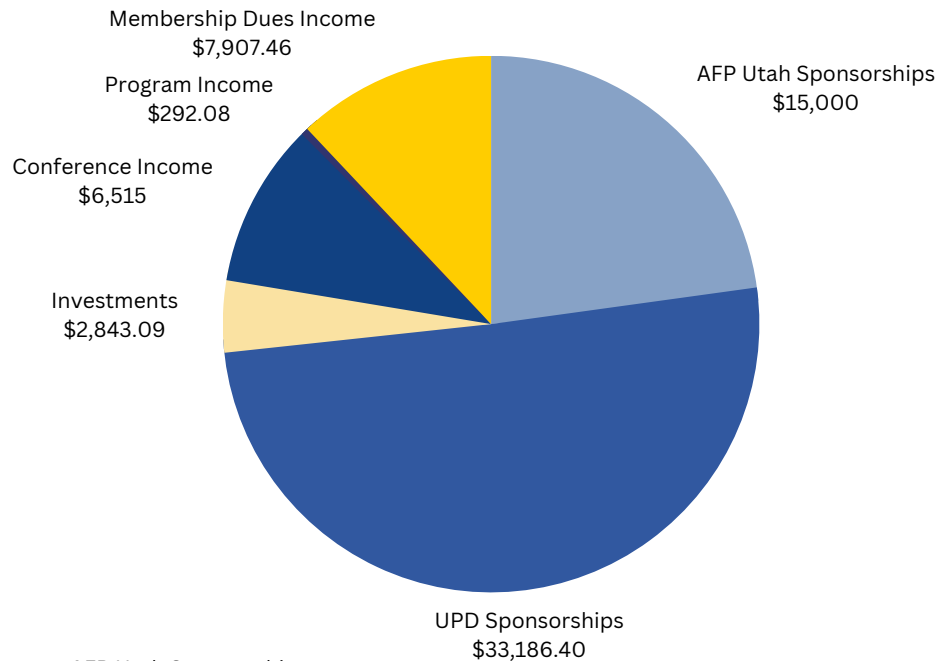
# FINANCIALS 2022

As a 501c)(3) organization, AFP Utah Chapter's revenue sources include direct public support, membership dues, Utah Philanthropy Day sponsorships, and registration fees from programs and conference.

In 2022, AFP Utah Chapter hosted Fundamentals of Fundraising Conference, programming, and Utah Philanthropy Day back in-person after the COVID-19 pandemic.

## TOTAL PROFITS

**\$65,744.03**  
2022 Gross Profits



**\$48,186.40**  
total direct support from  
sponsorships for the AFP Utah  
Chapter and Utah Philanthropy  
Day

**73.3%**  
of profits are from  
sponsorships

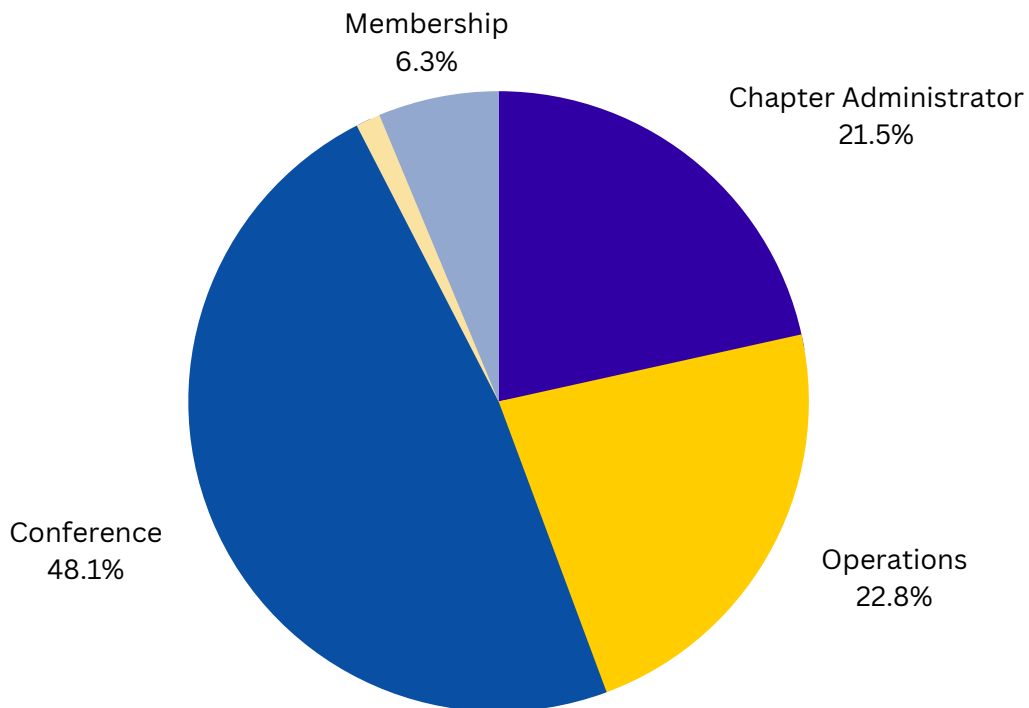
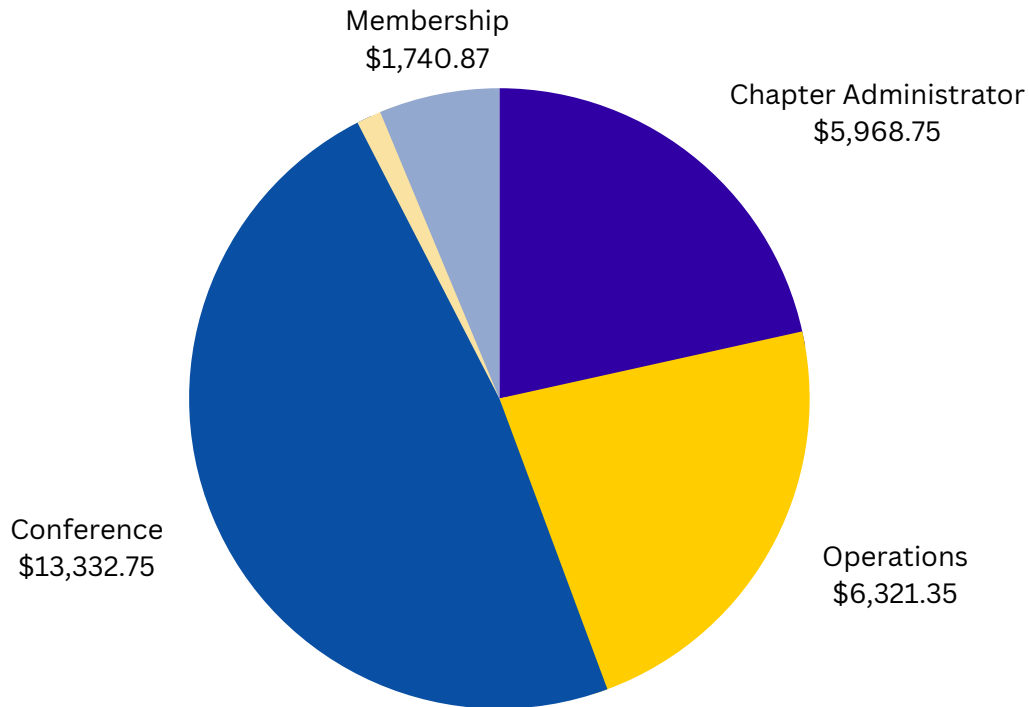
# FINANCIALS 2022

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## \$27,755.92

2022 Total Expenditures

A breakdown of AFP Utah Chapter's expenditures by category for 2022.

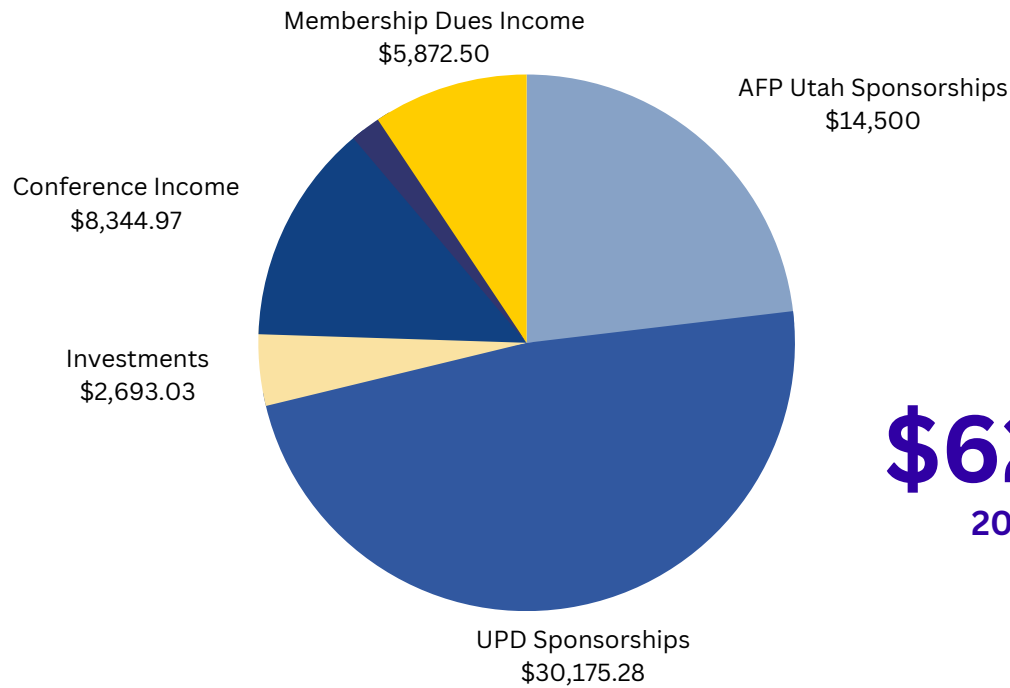




# FINANCIALS 2022 COMPARED TO 2021

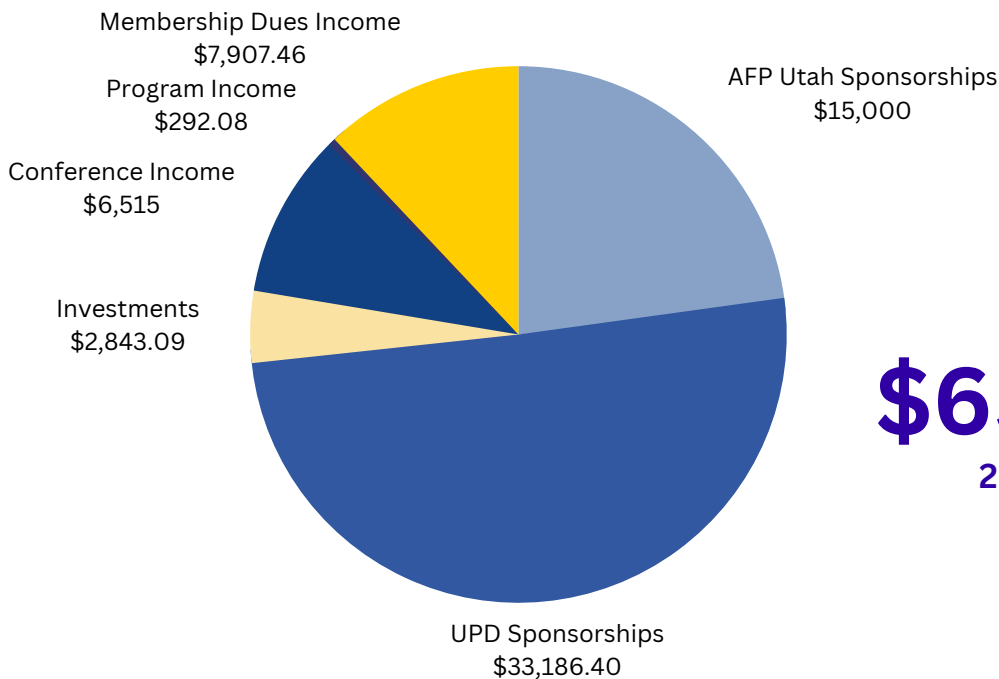
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## 2021 PROFITS



**\$62,771.42**  
2021 Gross Profits

## 2022 PROFITS

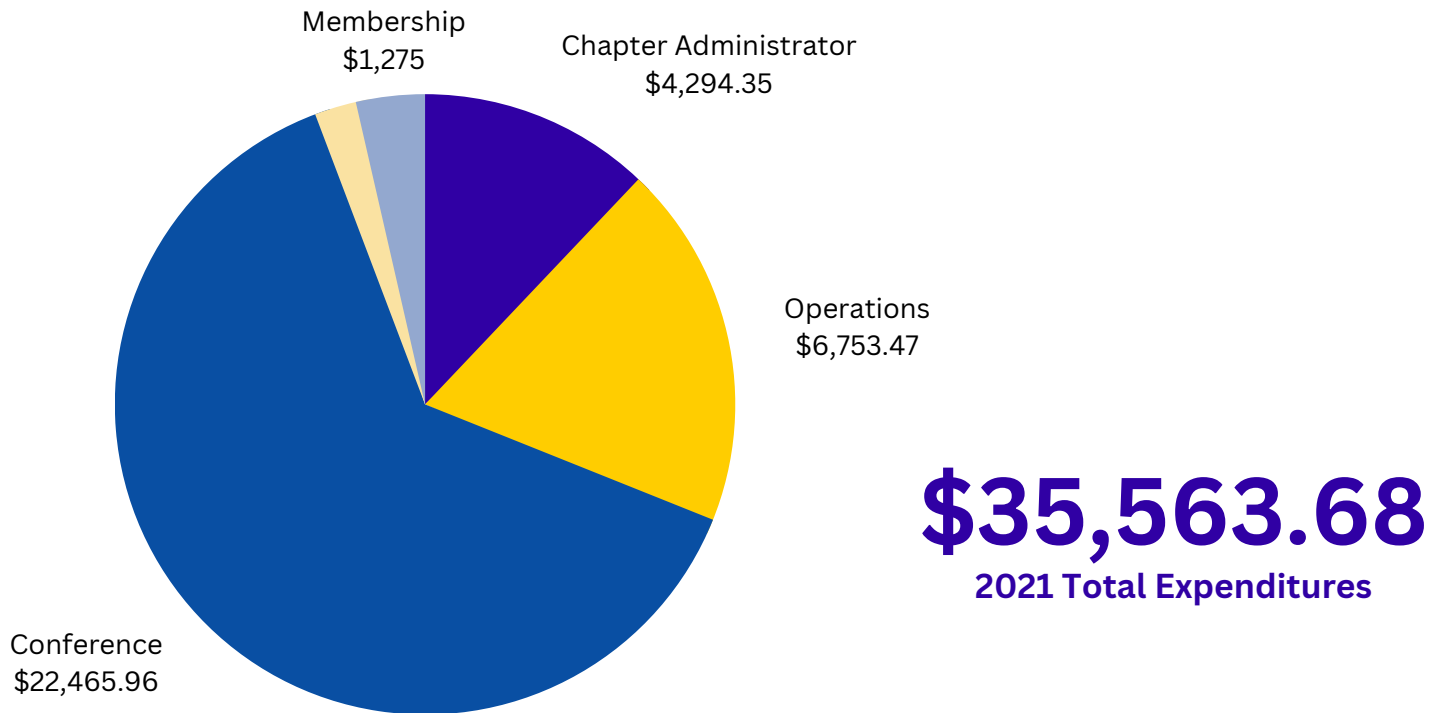


**\$65,744.03**  
2022 Gross Profits

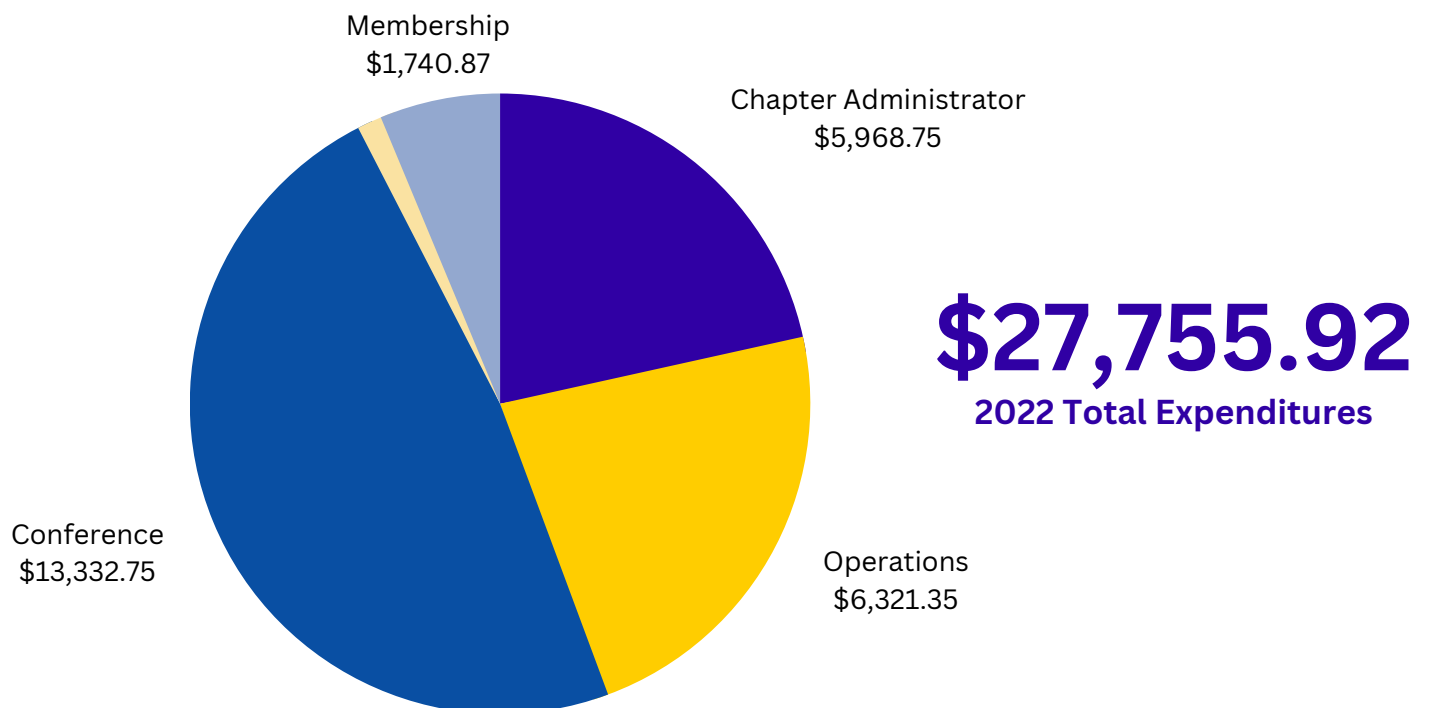
# FINANCIALS 2022 COMPARED TO 2021

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## 2021 EXPENDITURES



## 2022 EXPENDITURES





AFP Utah Chapter's 2022 programs and scholarships 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

LARRY H. & GAIL  
MILLER  
FAMILY FOUNDATION



@AFPUtahChapter  
[www.afputah.org](http://www.afputah.org)