



PhilanTopics

Association of Fundraising Professionals

December, 2011

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kberchtold@arcpeoria.org
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NEWSLETTER QUESTIONS?

Kimberly Weeks, CFRE
kimberlyweeks227@gmail.com

MEETING RESERVATIONS?

Beth Gilbert Reusch 309-692-7631
bgilbert@peoriaymca.org

ADDRESS/CONTACT CHANGES?

Jeff Scheirer jeffs@hoibbbs.org

Media Relations Panel

Our Wednesday, December 14 meeting will feature a media panel with four well known media personalities – Tom McIntyre from WEEK TV, Dan Diorio from WMBD radio, Chris Kaergard from the Peoria Journal Star, and Jonathan Wright from Peoria Magazines. They will share with us how we can best get our not-for-profit organizations in the news. Bring your questions!

Tom McIntyre

Tom is a native of Central Illinois. He was born in Bloomington and he grew up in Chenoa. "Mac" returned to the Bloomington-Normal area to attend Illinois State Normal University. In 1966, Mac received a Bachelor of Arts degree in Education with majors in Speech and Psychology. After working for several radio stations, as well as a stint in the Navy at Fort Meade, Maryland, Mac found his home at WEEK-TV in 1973. He started out as a reporter and soon became the anchor of News 25 at Six and News 25 Nightside. Mac has received awards in journalism from the Associated Press and United Press International. Mac is involved with the community through the Rotary Club, and has worked with the Awards Committees for the YWCA Leadership Luncheon, and with the Peoria Historical Society.



Tom is married to Martha Herm, the Executive Director of the Center for Prevention of Abuse in Peoria, and lives in Washington, Illinois.

Chris Kaergard

Chris covers Peoria County government and regional politics for the (Peoria) Journal Star, including the region's delegations in Springfield and Washington, D.C. Prior to assuming this role, Kaergard served as the paper's deputy opinion editor, focusing on politics, government, the environment, foreign affairs and ethics reform. In the last category, his editorials helped persuade the Illinois Supreme Court to adopt a statewide policy making more court rulings publicly available. He also serves as a fill-in assignment editor at the paper. He began at the paper on its copy desk in 2005, shortly after receiving his master's degree in public affairs reporting from the University of Illinois-Springfield. While there, he covered the state Legislature for the Rockford Register-Star and was one of a group of reporters personally and publicly dissed by then-Gov. Rod Blagojevich.



Kaergard received his bachelor's degree from Bradley University and now serves on the school's alumni association board. He also regularly assists the school in an annual journalism exchange with the University of Ljubljana in Slovenia, having taken part in the inaugural two years of the program.



2010
Ten Star AFP Chapter
Central Illinois Chapter



FRIENDS OF DIVERSITY
ASSOCIATION OF FUNDRAISING PROFESSIONALS 2010

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Jonathan Wright

A central Illinois native, Jonathan received his bachelor’s degree from Bradley University in 1998, majoring in Business Management with an Entrepreneurship emphasis.

Upon graduating, he moved to Colorado and attended Denver Technical College, earning a certificate in Information Systems Programming. He spent five years as a computer programmer/analyst at MetLife before moving back to the area in 2005.

After a stint as lead web developer with Integrity Technology Solutions, he joined Central Illinois Business Publishers in August 2006 and is now managing editor of its three magazines. He is a 2008 graduate of the Peoria Area Chamber of Commerce Community Leadership School and sits on the associate board of WCBU FM and board of directors of ArtsPartners of Central Illinois.

In 2011, he began teaching a course in magazine production at Bradley. In addition to his background in business and technology, he has also logged time as an independent publisher, freelance writer, musician and concert promoter.



Dan Diorio from WMBD Radio will also be a featured panelist.

Our December 14 meeting will be held at Lutheran Hillside Village, located at 6901 N. Galena Road (one mile south of Detweiller Park). The cost is \$15 for AFP members and \$25 for guests.

Registration and lunch begin at 11:30 a.m. with the program starting at noon and concluding at 1:00 p.m. Parking is located in front of the Lutheran Hillside Village Community Center.

Directions from Bloomington: Take I-74 west towards Peoria. Upon crossing the Illinois River, take exit 93 and turn right onto Adams Street/IL-39 North. Proceed approximately 6 miles, then turn left onto the Lutheran Hillside Village campus. Veer to the right for parking. Enter the building where you see the “community center” sign and the covered walkway.

Reservations: To RSVP, contact Beth Reusch at breusch@peoriaymca.org. Reservations are due by December 7th.

Media Relations Panel

Tom McIntyre, Dan Diorio, Chris Kaergard & Jonathan Wright

Wednesday, December 14, Lutheran Hillside Village

Registration & Lunch at 11:30 a.m., Program 12:00-1:00 p.m.

Name: _____ **Organization:** _____
Address: _____ **City/State/Zip:** _____
Phone: _____ **E-Mail:** _____

\$15 per AFP member \$25 per guest Amount Enclosed \$ _____

To make your reservations for the December meeting, contact Beth Gilbert Reusch at bgilbert@peoriaymca.org.

Please send this form with a check marked “December” payable to:
AFP Central Illinois Chapter, Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601.

RESERVATIONS ARE DUE BY December 7.

AFP Membership

Robin L.T. Ballard



On behalf of the AFP Board of Directors we would like to welcome the following new members who recently joined Central Illinois AFP:

Scott Ford

VP, Development
Advocate Charitable Foundation
BroMenn Med Center
1302 Franklin Avenue, Ste 2000
Normal, IL 61761
Phone: (309) 268-2086
scott.ford@advocatehealth.com


Deborah White

Director of Planning & Resource Development
MCCA
1301 W. Washington Street
Bloomington, IL 61701
Phone: (309) 834-9237
dwhite@mccaine.org


Remember to check out the Central Illinois AFP website <http://www.afpcentralillinois.org/>

There is a **member's only** section for, you guessed it, members only. If you have forgotten the password, send me an email and I'll get it to you.

This is the last month to join AFP at a discounted rate!! Now through November 30th, in honor of National Philanthropy Day, new Active Members will receive a \$50 discount on membership. **The coupon below must be attached to the new member application** – unfortunately, refunds will not be given after the fact so be sure to attach the coupon.



CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®

\$50.00 Active New Member Discount

In honor of National Philanthropy Day®, AFP will be offering a \$50.00 discount to new members joining in the Active category by November 30, 2011.

Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment.*

*Coupon *must* be included with payment
One coupon per new member. **Expires November 30, 2011**

Questions, call the AFP Membership Department at (800)666-3863.

AFP members – if your name hasn't been drawn yet, please remember to **bring your business card** to each chapter meeting so you can enter into the drawing for a cool gift and the **Member Spotlight**.

If you or someone you know would like information on becoming an AFP member, please contact me (309) 694-8511 or rballard@icc.edu and I will be happy to send information or talk with you about it.

Members on the Move:

If you have changed positions, please let me know so I can announce it in PhilanTopics. Also, please make sure you go onto the AFP website to make the change so we will have the most up to date information on you.

Member Spotlight
Brigitte Grant
University of Illinois College of Medicine

1. What are you responsible for at U of I College of Medicine?

I am responsible for building community-wide philanthropic relationships between the College and those interested in moving medical education and basic science health research forward. That includes everything from major gifts and donor stewardship, to direct mail appeals to planned giving.

2. What impresses you most about U of I College of Medicine?

I was just speaking with Dr. Jasti Rao this week and he was sharing pictures of umbilical cord blood stem cells attacking and destroying cancer cells. This research is just incredible and it is going on right here in Peoria at the College of Medicine!

Additionally, a fact about the College which really stands out to me is that 90% of our faculty is part-time/non-salaried. Area physicians, including specialists, are donating their time to educate and train our medical students. This is a significant community investment by our local doctors.



3. How did you get your start in fundraising?

Initially, right out of college I provided direct care services to youth, but quickly realized my strengths were in the business and community relations arenas. The organization I was with at the time was developing a fund raising program and I was asked to be a part of that work. Later, I went back to school completing my MBA and have enjoyed every minute since getting to work in the community with wonderful people!

4. What is the best thing about your job?

I love being able to meet caring, generous people who want to share their resources. Be those resources their time, their knowledge or their financial assets. Learning about their interests and desires and then helping link and guide them to those in our community who could benefit is very gratifying.

5. How long have you been involved with AFP and what do you like about it?

I was initially involved with AFP probably more than 20 years ago, attending workshops and monthly meetings. As I became closer to the organization, I was able to serve on the Board in the late 1990's into the mid 2000's. I was honored to receive the Ian T. Sturrock Outstanding Fund Raising Executive Award in 2005. What I find critically important about the AFP mission is the dedication to continuing education and the advancement of ethical practices in the fund raising field.

6. What is the best career advice you've ever received?

So much of what I know about fund development has come through the many donors I have had the opportunity to get to know and work with over the years. I have enjoyed happy times with people and very sad times as well. This work is very personal and I never forget that.

7. Describe your perfect day.

A perfect fun day for me would start with a beautiful sunrise and some Giada DeLaruentiis or Ina Garten recent episodes which I DVR. Late morning, my daughter and I would head out to a couple of our favorite antique stores, she usually buys more than me. In the afternoon, my son and I would watch one of our favorite Christmas DVD's. We love to watch the classics no matter the time of year. That evening, my husband and I would enjoy a dinner out, just the two of us. Now, why can't everyday be like that?

Every Member Campaign

Rich Draeger, CFRE

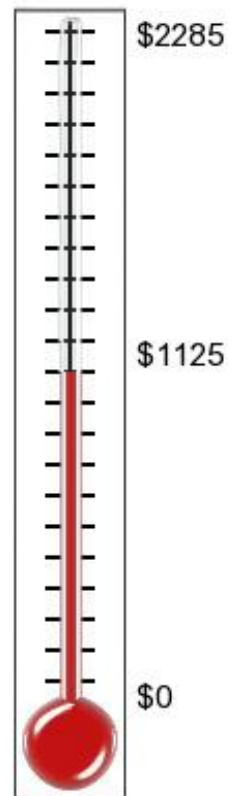
Hello fellow AFP members. Our chapter goal for this year's Every Member Campaign is \$2,285 and the giving is entering the home stretch. With your generous gift to the Every Member Campaign, you help determine the future growth and development of our profession. Each year that we achieve our chapter goal, we receive a grant back that is used to fund programs, support diversity and grow our membership.

To date we have received \$1,125, or 49% of our chapter goal. A gift of any size will be appreciated and help us reach that goal!

Please consider your gift today. As a reminder, there are multiple ways to give, including the easiest option, online at www.afpnet.org and click on Make a Gift.

Here are the folks we have record of so far.

Robin Ballard
Kristen Berchtold, CFRE
Jenna Ciccirelli
Rich Draeger, CFRE
Danielle Easton
Jerry Heller, CFRE
BreeAnn Hohulin
Joy Hutchcraft, CFRE
Kirstin Marshall
Roger Meyer, CFRE
Susan Moore
Jeff Parmenter
Beth Reusch
Carole Ringer, CFRE
Mark Roberts, CFRE
Shelly Smith, CFRE
Rachel Sprenkle
John Wahlfeld
Kimberly Weeks, CFRE
Julie Witte



If you have made a gift recently, and want to make sure it was properly credited to our chapter, or if you have questions, please feel free to email me at rich_draeger@usc.salvationarmy.org or stop me at a chapter meeting with any questions!

Thermometer created via <http://www.fasttrackfundraising.com/fundraising-thermometer.php>

Special Events Calendar

Contact Kimberly Weeks at kimberlyweeks227@gmail.com to add your organization's special events to our AFP "master" special events calendar. This calendar can be accessed on our website under the Members section.

Congratulations to the 2012 Central Illinois Chapter Board of Directors!

Chapter President

Kristen Berchtold, CFRE (2012)
Vice President of Development
PARC
kberchtold@arcpeoria.org

President-Elect

Kimberly Weeks, CFRE (2012)
Program Manager
Heart of Illinois Big Brothers Big Sisters
kimberlyweeks227@gmail.com

Past President/Governance & Scholarship Chair

Mark Roberts, CFRE (2012)
CEO
Community Foundation of Central Illinois
mark@communityfoundationci.org

Secretary

Beth Gilbert (2013)
Director of Development/Marketing
Greater Peoria Family YMCA
bgilbert@peoriaymca.org

Treasurer

BreeAnn Hohulin (2012)
Development Officer
Illinois Central College Educational Foundation
breeann.hohulin@icc.edu

Assistant Treasurer

Kirstin Marshall (2012)
Director of Business Services/Marketing
Methodist College of Nursing
kamarshall@mcon.edu

Government Relations Chair

Roger Meyer, CFRE (2012)
Chief Development Officer
OSF Healthcare Foundation
roger.meyer@osfhealthcare.org

VP Membership Services

Robin Ballard (2013)
Executive Director and CDO
Illinois Central College Educational Foundation
rballard@icc.edu

VP Professional Advancement

Rachel Sprenkle (2013)
Donor Relations Manager
The Nature Conservancy
rsprenkle@tnc.org

VP Chapter Communications

Kimberly Weeks, CFRE (2012)
Program Manager
Heart of Illinois Big Brothers Big Sisters
kimberlyweeks227@gmail.com

VP External Affairs

Emily Happach (2012)
Youth Connect Coordinator
The Children's Home
ehappach@chail.org

VP Public Relations

Rich Draeger, CFRE (2013)
Assistant Development Director
The Salvation Army
rich_draeger@usc.salvationarmy.org

Every Member Campaign Chair

Jenna Ciccirelli (2013)
Development Officer
Lakeview Museum
jenna@lakeview-museum.org

Diversity Chair

Shelly Smith, CFRE (2012)
Senior Director of the Bradley Fund
Bradley University
ss@bradley.edu

At Large Directors

Jeff Parmenter (2012)
Executive Director
Heart of Illinois Big Brothers Big Sisters
jeff@hoibbbs.org

Mike Fifhouse (2012)
Development Director
W.D. Boyce Council
michael.fifhouse@scouting.org

Danielle Easton (2013)
Development Director
Crittenton Centers
daniellee@crittentoncenters.org

Pamela Perrilles (2013)
Executive Director
CASA of Peoria County
pperrilles@peoriacounty.org