



**PRESENTS**

# *National Philanthropy Day*



*Change the World  
with a  
Giving Heart*

**WEDNESDAY, NOVEMBER 14, 2007  
THE MANCHESTER GRAND HYATT, SAN DIEGO  
11:30 A.M. – 1:30 P.M.**

## **HISTORY:**

Since the extraordinary tradition of charitable giving first took root in North America centuries ago, so much has been accomplished in the name of philanthropy. The spirit of generosity has never been more powerful. Last year, millions of men and women around the world donated billions of dollars to their favorite charities. Through these countless acts of kindness they are showing time-and-time again that we can change the world. We can cure "incurable" diseases...we can feed the hungry...we can protect the environment...we can fight for just causes. We can teach our children – and teach them well. While there is still vital work to be done to make our world a better place, we believe it's time to recognize the countless individuals and organizations that have already given so much.

National Philanthropy Day® is a special day on the fourteenth of November to recognize the profound impact that philanthropy has on the fabric of society. On this day (or surrounding days), communities around the world recognize exemplary individuals and organizations who have dedicated themselves to giving, volunteering and supporting charitable causes.

Last year, more than 50,000 people joined in the celebration of National Philanthropy Day® by attending events and activities held by over 100 AFP chapters across North America. Through NPD, we celebrate all that has been accomplished in the name of giving, as well as show that there is still more to do. It's our chance to step into the spotlight for a brief moment and remind our communities, our society and the world that the spirit of giving is alive and well.

## **SAN DIEGO'S CELEBRATION EVENT:**

Since 1972, when it was known as the National Association of Fund Raising Professionals (NSFRE), the Association of Fundraising Professionals (AFP) San Diego Chapter has celebrated philanthropy in our community through National Philanthropy Day®. In 2004, 2005, and 2006, more than 600 attended this San Diego highlight event each year, celebrating the generosity of our community. Past honorees include legendary San Diegans – Helen K. Copley and Joan B. Kroc – outstanding volunteers – Judith Harris and Yolanda Walther–Meade and her daughter, Yolanda, as well as civic leader, Katie Sullivan – youth volunteers, Tom Smith, Rishi Sangani, Gidget Schultz and Alexis Tarbet – and outstanding organizations, including the San Diego Women's Foundation, Cox Communications and Manpower, Inc.

## **WHEN:**

This year, we will celebrate philanthropy and volunteerism from 11:30 a.m. to 1:30 p.m. on Wednesday, November 14, 2007.

## **WHERE:**

The Manchester Grand Hyatt, One Market Place, San Diego

## **WHO:**

The Association of Fundraising Professionals (AFP) San Diego Chapter has sponsored this event for the past 35 years, gathering civic leaders, volunteers, and philanthropists from throughout our region. More than 750 attended the luncheon celebration in 2006 with a similar or larger group expected in 2007.

## **WHY:**

Philanthropy and volunteerism are forces for positive change throughout our community in good times and in times of challenge. The celebration of National Philanthropy Day® in San Diego is a golden opportunity to bring forth the very best, allowing us to recognize, celebrate and encourage the good works that make our community so very special. Net proceeds from the luncheon are used by the AFP San Diego Chapter to support youth philanthropy programs, scholarships for chapter members to help subsidize entry level membership for new members, and to help fund the efforts of our Diversity Outreach Committee.

## PRESENTING SPONSOR (\$15,000)

### PRESENTING SPONSOR

Sponsorship includes the following benefits:

- Name and/or logo recognition as the PRESENTING SPONSOR on all collateral materials, including:
  - Save-the-date announcements and invitations mailed to nearly 7,000 community leaders including nonprofit executives, corporate professionals, and major philanthropists
  - Programs at the event, which will be a keepsake distributed to all attendees (600 to 800 expected) including major decision-makers in over 200 nonprofit organizations
  - AFP San Diego's website which gets over 15,000 hits per month
  - Press releases that will be sent out to all of San Diego's major publications and news media
  - E-mail announcements sent regularly to a list of over 1,000 San Diego professionals
- A 15-20 second video clip about your organization's commitment to the community will be professionally recorded in advance and shown during the luncheon
- Prominent signage at the event including a scrolling slide show of sponsor logos on giant screens during the luncheon
- Verbal recognition at podium as a Presenting Sponsor
- Twenty (20) tickets to the luncheon event (a \$1,500 fair market value) in the preferred seating location with reserved table signage displaying your organization name
- Visibility and networking opportunities with an audience of between 600 to 800 community and business professionals and major philanthropists

Estimated fair market value (portion which is not tax-deductible) of Presenting Sponsor: \$900.00

## COMMUNITY LEADER SPONSOR (\$10,000)

### COMMUNITY LEADER

Sponsorship includes the following benefits:

- Name and/or logo recognition at the COMMUNITY LEADER level on all collateral materials, including:
  - Save-the-date announcements and invitations mailed to nearly 7,000 community leaders including nonprofit executives, corporate professionals, and major philanthropists
  - Programs at the event, which will be a keepsake distributed to all attendees (600 to 800 expected) including major decision-makers in over 200 nonprofit organizations
  - AFP San Diego's website which gets over 15,000 hits per month
  - Press releases that will be sent out to all of San Diego's major publications and news media
  - E-mail announcements sent regularly to a list of over 1,000 San Diego professionals
- A 15-20 second video clip about your organization's commitment to the community will be professionally recorded in advance and shown during the luncheon
- Prominent signage at the event including a scrolling slide show of sponsor logos on giant screens during the luncheon
- Verbal recognition at podium as a Community Leader
- Twenty (20) complimentary tickets to the luncheon event (a \$1,500 value) in the preferred seating location. Reserved table signage with your organization name.
- Visibility and networking opportunities with an audience of between 600 to 800 community and business professionals and major philanthropists

Estimated fair market value (portion which is not tax-deductible) of Community Leader: \$900.00

## COMMUNITY PACE SETTER (\$7,500)

### COMMUNITY PACE SETTER

Sponsorship includes the following benefits:

- Name and/or logo recognition at the COMMUNITY PACE SETTER level on all collateral materials, including:
  - Save-the-date announcements and invitations mailed to nearly 7,000 community leaders including nonprofit executives, corporate professionals, and major philanthropists
  - Programs at the event, which will be a keepsake distributed to all attendees (600 to 800 expected) including major decision-makers in over 200 nonprofit organizations
  - AFP San Diego's website which gets over 15,000 hits per month
  - Press releases that will be sent out to all of San Diego's major publications and news media
  - E-mail announcements sent regularly to a list of over 1,000 San Diego professionals
- A 15-20 second video clip about your organization's commitment to the community will be professionally recorded in advance and shown during the luncheon
- Prominent signage at the event including a scrolling slide show of sponsor logos on giant screens during the luncheon
- Verbal recognition at podium as a Community Pace Setter
- Fifteen (15) complimentary tickets to the luncheon event (a \$1,125 value) in the preferred seating location  
Reserved table signage with your organization name.
- Visibility and networking opportunities with an audience of between 600 to 800 community and business professionals and major philanthropists

Estimated fair market value (portion which is not tax-deductible) of Community Pace Setter: \$675.00

## COMMUNITY PARTNER SPONSOR (\$5,000)

### COMMUNITY PARTNER

Sponsorship includes the following benefits:

- Name and/or logo recognition at the COMMUNITY PARTNER level on all collateral materials, including:
  - Save-the-date announcements and invitations mailed to nearly 7,000 community leaders including nonprofit executives, corporate professionals, and major philanthropists
  - Programs at the event, which will be a keepsake distributed to all attendees (600 to 800 expected) including major decision-makers in over 200 nonprofit organizations
  - AFP San Diego's website which gets over 15,000 hits per month
  - Press releases that will be sent out to all of San Diego's major publications and news media
  - E-mail announcements sent regularly to a list of over 1,000 San Diego professionals
- A 15-20 second video clip about your organization's commitment to the community will be professionally recorded in advance and shown during the luncheon
- Sign at the event with your name
- Ten (10) complimentary tickets to the luncheon event (1 table, a value of \$750). Reserved table signage with your organization name.
- Visibility and networking opportunities with an audience of between 600 to 800 community and business professionals and major philanthropists

Estimated fair market value (portion which is not tax-deductible) of Community Partner: \$450.00

# COMMUNITY SUPPORTER SPONSOR (\$2,500)

## COMMUNITY SUPPORTER

Sponsorship includes the following benefits:

- Name and/or logo recognition at the COMMUNITY SUPPORTER level on all collateral materials, including:
  - Save-the-date announcements and invitations mailed to nearly 7,000 community leaders including nonprofit executives, corporate professionals, and major philanthropists
  - Programs at the event, which will be a keepsake distributed to all attendees (600 to 800 expected) including major decision-makers in over 200 nonprofit organizations
  - AFP San Diego's website which gets over 15,000 hits per month
  - Press releases that will be sent out to all of San Diego's major publications and news media
  - E-mail announcements sent regularly to a list of over 1,000 San Diego professionals
- Ten (10) complimentary tickets to the luncheon event (1 table, a value of \$750). Reserved table signage with your organization name.
- Visibility and networking opportunities with an audience of between 600 to 800 community and business professionals and major philanthropists

Estimated fair market value (portion which is not tax-deductible) of Community Supporter: \$450.00

*With grateful thanks to our 2006 sponsors!*

### PRESENTING SPONSOR



### COMMUNITY LEADER SPONSOR



### COMMUNITY PARTNER SPONSORS



### COMMUNITY SUPPORT SPONSORS



### IN-KIND AND EVENT SPONSORS



**WOOLSEY  
CREATIVE**

**WESTERN  
GRAPHICS**

**SAN DIEGO  
BUSINESS JOURNAL**

# National Philanthropy Day Honorees 1972 – 2006

## OUTSTANDING PHILANTHROPIST

2006 The Hervey Family  
2005 Danah Fayman  
2003 Leonard and Edith Polster  
2002 Andrew and Erna Viterbi  
2001 Charmaine and Maurice Kaplan  
2000 Malin Burnham  
1999 Audrey Geisel  
1998 Deborah Szekely  
1997 Joanne and Frank Warren  
1996 Dorris and Bernard Lipinsky  
1995 Joan and Irwin Jacobs  
1994 Ingrid and Joe Hibben  
1993 lone and Paul Harter  
1992 Jane S. and Norman B. Neely  
1991 Darlene and Donald Shiley  
1990 Dr. and Mrs. Roger Revelle  
1989 Mrs. Muriel Gluck and Maxwell Gluck  
1988 Dr. Cecil H. Green and Ida M. Green  
1987 Rose and Sam S. Stein  
1986 The Whittier Family  
1985 Marianne McDonald, Ph.D.  
1984 Jean and Ernest Hahn

## OUTSTANDING PHILANTHROPIC ORGANIZATION

2006 Junior League of San Diego  
2005 Children's Hospital Auxiliary  
2004 San Diego Women's Foundation  
2003 Price Charities  
2002 Achievement Rewards for College Scientists  
2001 Alliance Healthcare Foundation  
2000 Pacific Bell  
1999 Jacobs Family Foundation  
1998 Union Bank of California  
1997 San Diego National Bank  
1996 Weingart Foundation and Dayton Hudson Corporation  
1995 Community Campership Council  
1994 San Diego Gas & Electric and SDG&E Contrib Club  
1993 Ellen Browning Scripps Foundation  
1992 The Fieldstone Foundation  
1991 The Parker Foundation  
1990 Stephen & Mary Birch Foundation & Country Friends  
1989 Las Patronas

## OUTSTANDING PHILANTHROPIC CORPORATION

2006 Wells Fargo Bank  
2005 MANPOWER of San Diego  
2004 Cox Communications  
2003 Rubio's Fresh Mexican Grill  
2002 San Diego Padres  
2001 QUALCOMM Corporate Giving

## OUTSTANDING CELEBRITY PHILANTHROPIST

2006 Tommy Sablan & the Jeff and Jer Showgram  
2002 Carol LeBeau  
2001 Mark Grant  
2000 Tony Gwynn  
1999 Kellen Winslow  
1998 John Carney  
1996 Larry Himmel  
1995 Junior Seau

## OUTSTANDING YOUTH/STUDENT VOLUNTEER

2006 Jessica Roach  
2005 Thomas Arguilez Smith and Rishi Sangani  
2004 Gidget Schultz and Alexis Tarbet  
2003 Miranda Greenberg and Olivia Jacobs  
2001 Dillon DuPont  
2000 Jessica Laun  
1999 Jennifer Acee  
1998 Youth Board, Elementary Institute of Science  
1997 Vy Nguyen

## OUTSTANDING DEVELOPMENT/FUNDRAISING VOLUNTEER

2006 Frank Arrington  
2005 Judith C. Harris  
2004 Yolanda Walther-Meade and Yolanda S. Walther-Meade  
2003 Robert Horsman  
2002 Charlie Robins  
2001 Betsy McClendon  
2000 Barbara Brown  
1998 Sandra Pay  
1998 Dr. Roger Cornell  
1997 Joseph E. Jessop, Jr.  
1996 Dixie Unruh  
1995 Judy McDonald  
1994 Linda Katz  
1993 E. Douglas Dawson  
1992 J. Dallas Clark  
1991 Joanne Warren, Murray Galinson, Yvonne W. Larsen, and William E. Nelson  
1990 Darlene V. Shiley and Elise Weston  
1989 Norma G. Hirsch  
1988 Betty Jo F. Williams and Linc Ward  
1987 Donald McVay and Kathleen H. Porter  
1986 Rolf Benirschke  
1985 Milton Cheverton  
1984 Philip M. Klauber  
1983 Willis H. Fletcher  
1982 Wayne McCann  
1981 Dick Poole

1980 Michael Ibs Gonzales  
1979 Deborah Szekely  
1978 Jack Y. Martin  
1977 James P. Mulvaney  
1976 George A. Scott  
1975 June Crosby  
1974 David W. Hill and Victor P. Whitney  
1973 John P. Starkey  
1972 Rear Admiral Joseph W. Williams, Jr.

## OUTSTANDING DEVELOPMENT PROFESSIONAL

2006 Marsha Lubick  
2005 Colette M. Murray, JD, CFRE  
2004 Janie Anderson, CFRE  
2003 Williams "Bill" Lewis, CFRE and Gordon "Zeke" Knight  
2002 Bill Davis  
2001 Blair Blum  
2000 Sharon LeeMaster, CFRE  
1998 Ray Ramsayer  
1997 John Willis  
1996 Robert I. Weber  
1995 David B. Gillig, FAHP  
1994 Merle Brodie, CFRE  
1993 David L. Mitchell  
1992 Sr. Claire Frawley  
1991 Jennifer S. Vanica, CFRE  
1990 Gerald J. Buckley and Jane Walstrom, CFRE  
1989 Anne Hoffman  
1988 Sophia D. Gorham, CFRE  
1987 Rev. Mgr. Joseph A Carroll, M.B., CFRE  
1986 James S. Triolo  
1985 James Lewis Bowers, Ph.D.  
1984 Robert H. Smith, CFRE and Cliff Underwood

## OUTSTANDING ORGANIZATIONAL VOLUNTEER

2006 Kristy Gregg  
2005 Patricia DeMarce  
2004 Katie Sullivan  
2003 James Dawe, Esq.

## SPECIAL TRIBUTE

2006 Jewish Community Foundation – San Diego  
2004 Helen K. Copley and Joan B. Kroc  
2000 The San Diego Foundation

# *AFP San Diego Chapter*

## **NATIONAL PHILANTHROPY DAY – SPONSORSHIP PACKET**

### ABOUT OUR AUDIENCE

The Nonprofit Sector in San Diego County

San Diego County is home to more than 8,000 501 ( c ) 3 organizations - nonprofits that further charitable, religious, scientific and educational purposes, and providing services in the public interest. The backbone of support for these nonprofit organizations lies within successful philanthropic endeavors. AFP's educational outreach to nonprofit organizations is critical in promoting the best practices and standards for ethical fundraising.

According to a study conducted by the University of San Diego's Center for Applied Nonprofit Research, San Diego's nonprofit organizations earned \$8.1 billion dollars in revenue and spent \$7.7 billion dollars in providing services in 2004. During the same period, nonprofit expenditures represented 6% of San Diego's Gross Regional Product, and the nonprofit workforce which contributed \$642.6 million in wage earnings also represented 6.2% of total employment in San Diego.

The Association of Fundraising Professionals has a vital role in ensuring that philanthropy in San Diego will thrive as the nonprofit sector grows.



# Sponsor Commitment

- PRESENTING SPONSOR** ..... \$15,000
- COMMUNITY LEADER SPONSOR** ..... \$10,000
- COMMUNITY PACE SETTER**..... \$7,500
- COMMUNITY PARTNER SPONSOR** ..... \$5,000
- COMMUNITY SUPPORTER SPONSOR**..... \$2,500
- TABLE SPONSOR** (Listed in program) ..... \$1,000
- OTHER DONATION** ..... \$\_\_\_\_\_

Company Name: \_\_\_\_\_

We would like recognition on signage to read: \_\_\_\_\_

Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I, \_\_\_\_\_, am a representative for \_\_\_\_\_  
(company name)

commit to sponsorship of National Philanthropy Day® at the \$\_\_\_\_\_ level. This agreement serves as a binding financial commitment to the Association of Fundraising Professionals, San Diego Chapter.

**PLEASE SUBMIT PAYMENT BY JULY 23, 2007 TO:**

AFP San Diego Chapter  
5482 Parrolette Court  
Oceanside, CA 92057

Fax: (888) 423-7237

NOTE: You will be asked to provide your table guest list prior to the event.

# Who is AFP?

**THE ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)** is the professional association of individuals responsible for generating philanthropic support for a wide variety of nonprofit, charitable organizations. Founded in 1960, AFP (formerly the National Society of Fund Raising Executives) advances philanthropy through advocacy, research, education and certification programs through its 28,000 members in 190 chapters throughout the world. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

So that it can promote stewardship, donor trust and effective and ethical fundraising, AFP:

- Promotes consistent and high standards of professional practice to ensure donor trust and guard against abuses that can occur in the fundraising process.
- Requires members to comply with a *Code of Ethical Principles and Standards of Professional Practice* (known as the "Code") that is designed to provide concrete guidelines for fundraising professionals in philanthropic organizations. The Code is underscored with an enforcement process managed by the AFP Ethics Committee.
- Was instrumental in creating and maintaining the *Donor Bill of Rights*, a document that outlines what donors have the right to expect from charitable organizations to which they contribute.
- Founded and participates in a partnership certification program through Certified Fund Raising Executive (CFRE), International. The CFRE credential, held by more than 3,000 fundraising professionals, verifies experience and knowledge of fundraising and philanthropy. AFP also provides the Advanced Certified Fund Raising Executive (ACFRE) credential for senior professionals.
- Provides educational programs about fundraising, including the annual International Conference on Fundraising; the Hemispheric Congress on Fundraising in Latin America; Chapter Leadership Workshops; First Course in Fundraising; CFRE Review Course (formerly known as the Survey Course); and AFP Audioconferences.
- Provides information about philanthropy through its Fundraising Resource Center, which houses a comprehensive collection of books, periodicals, speeches and audio/visual materials on fundraising and the nonprofit sector.
- Encourages research on fundraising and philanthropy, including the annual *State of Fundraising Survey*, the sector's first look at how organizations fared in their fundraising each year, as well as occasional surveys such as the *9/11 Impact Survey* and the *2005 Hurricane Relief Impact Survey*, which provide a snapshot of charitable giving and fundraising after important world events.
- Supports legislation and regulations to encourage philanthropic giving and ethical fundraising, including the Charity Aid, Recovery and Empowerment (CARE) Act.
- Publishes a bi-monthly magazine, *Advancing Philanthropy*, which features current issues in philanthropy, and a book series that covers topics related to fundraising and charitable giving.
- Raises public awareness and interest in philanthropy and charitable giving through programs such as National Philanthropy Day®, Youth in Philanthropy, and the AFP Awards for Philanthropy.