Association of Fundraising Professionals

Fundraising News, Research and Information for the Education Sector

International Journal of Educational Advancement (2006) 6, 170–172.
doi:10.1057/palgrave.ijea.2150010

About the Association of Fundraising Professionals

The Association of Fundraising Professionals (AFP) is a membership organization representing nearly more than 27,000 members in over 180 chapters around the world that works to advance philanthropy through advocacy, research, education and certification programs.

For more than 40 years, AFP has been the standard-bearer for professionalism in fundraising. Members sign their adherence to the *AFP Code of Ethics and Standards of Professional Practice* every year when they renew their AFP membership. First adopted in 1964, the *AFP Code*, as it is commonly referred to, provides members with a set of guidelines involving professional fundraising practices. In addition, AFP, along with a member generated Ethics Committee, work together to enforce the *AFP*

Code, ensuring members are held to the same standards set forth in its guidelines. By signing the *AFP Code*, members make a pledge to avoid unethical fundraising or face reprimands, removal for chapter and association activities, and also public expulsion from the chapter.

In addition, members are able to take advantage of discounts for AFP conferences and educational courses, such as audioconferences, CFRE and ACFRE review courses, and also receive discounts on books through the AFP Bookstore, one of the largest offerings of specialized book on fundraising, volunteerism and philanthropy.

Membership to AFP also provides a subscription to the bi-monthly, award-winning magazine *Advancing Philanthropy*, access to the AFP Resource Center, the weekly e-newsletter, *eWire*, and to studies and research conducted by AFP. For more information, or to join AFP, visit www.afpnet.org.

Author's Contact Address:

Association of Fundraising Professionals
E-mail: jobrien@afpnet.org

AFP and IJEA

For the second consecutive year, the Association of Fundraising Professionals (AFP) is proud to sponsor the International Journal of Educational Advancement (*IJEA*). The sponsorship allows AFP to offer its members the *Journal* at a discounted price and also to present news, information and results of AFP studies and research in each issue.

“A large majority of AFP members are from the education sector, and one of our goals is to help educate our members and the nonprofit sector about the latest findings and research in education-related philanthropy,” says Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. “We couldn’t have chosen a more respected publication than *IJEA* to help us achieve this.”

Upcoming issues of the *Journal* will present the findings of the 2005 AFP *State of Fundraising Survey*, the AFP *Compensation and Benefits Study*, information on upcoming AFP conferences and educational courses, and the latest research relating to fundraising and the education sector.

For more information on joining AFP, and the many benefits of membership, please visit www.afpnet.org.

Hurricane’s Katrina and Rita Negatively affect US Fundraising; However Optimism still Strong

Nearly half of US charities have seen their fundraising decline because of the Gulf Coast Hurricanes and the associated relief efforts, according to a survey by the Association of

Fundraising Professionals (AFP) released on November 15, 2005.

The *Hurricane Impact Study*, which surveyed fund-raisers in five US states, California, Florida, Illinois, New York and Texas, found that 46 percent of respondents saw their fundraising decline because of the hurricanes and the relief efforts.

The survey asked respondents to compare their fundraising totals in August and October (pre- and post-hurricanes) to the same times in 2004. As of August 1, 2005, 45 percent of organizations were raising more money than they had at the same point in 2004. In all, 43 percent were raising the same amount, and 12 percent were raising less money than at the same time period the previous year.

As of the end of October 2005, the percentage of organizations raising more money than in 2004 had dropped eight points to 37 percent. Thirty percent of charities were raising the same amount, and 33 percent were raising fewer funds.

“Just as we saw in 2001 with September 11, the hurricanes have had some short-term impact on giving to nonrelief organizations,” said Alphonse Brown, ACFRE, vice president of development for the National Academy of Public Administration in Washington, DC, and chair of AFP. “But we also are very optimistic that by year’s end, most charities will end up with very solid fundraising numbers.”

Brown noted that in 2001, September 11 had a similar impact on US charitable giving. But by the end of 2001, more than 60 percent of charities reported raising more money than they had in 2000.

“One of the reasons we’re so optimistic about giving bouncing back is because of the generosity of the American people,” said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP’s International Headquarters, located in Alexandria, Va. “Contrary to what some observers are saying about donors, we have seen very little evidence of donor fatigue so far this year. No matter what happens, when the need is greatest, Americans have never hesitated to open their hearts and their wallets and support the charities that provide critically needed programs and services everyday.”

Despite the fundraising declines, nearly half (48 percent) of respondents indicated they expected their year-end fundraising totals to exceed those of 2004. In all, 28 percent predicted their fundraising would be about the same as 2004 and 24 percent said their year-end fundraising figures would be less.

The release of the hurricane impact data coincided with National Philanthropy Day® (NPD), a day to recognize and remember the contributions that philanthropy—and those involved in the philanthropic process—have made to the world. More than 125 NPD celebrations involving over 50,000 people took place across North America.

“Releasing the survey on National Philanthropy Day® is an opportunity to thank the public for its support of hurricane relief efforts,” said Maehara. “But it’s also a chance to remind people that there are other needs that must continue to be met, and that all charities and causes deserve and need their support.”

To read the complete study, visit AFP’s website at www.afpnet.org. AFP will conduct its fifth annual *State of Fundraising Survey* in 2006 to track fundraising levels among AFP member organizations in the US and Canada.