

**THE FORMATIVE YEARS OF THE
VANCOUVER ISLAND CHAPTER OF THE ASSOCIATION OF FUNDRAISING PROFESSIONALS
FORMERLY KNOWN AS
THE NATIONAL SOCIETY OF FUND RAISING EXECUTIVES**

May 2010



During the mid 1990's a movement developed in Victoria, BC to initiate discussions within the fundraising community relative to establishing whether there was any interest in forming a Chapter of the National Society of Fund Raising Executives (NSFRE), a major fundraising association headquartered in the outskirts of Washington DC USA (later to be known as the Association of Fundraising Professionals (AFP)). At that point in time there was only one Chapter of NSFRE in Canada. This Chapter, located in Toronto, had evolved in 1989-90 from the Ontario chapter of the Canadian Society of Fundraising Executives a body in no way officially affiliated with NSFRE. While many of the board members of the Ontario chapter of CSFRE became board members of the newly founded board of NSFRE in Toronto the CSFRE movement continued for some years, especially in the Maritimes.

The official requirement for the establishing of a Chapter of NSFRE was fifteen (15) paid-up members of NSFRE. Since there were two vibrant "local" associations already operating in the Victoria area, the Association of Vancouver Island Fund Raisers (AVIFR) and the Fund Development Association of British Columbia (FDA) headquarter in Vancouver but with executives and members in Victoria, it would take some time to find fifteen (15) senior people willing to take the necessary steps to assess the viability of a local chapter of NSFRE. Those initially interested in a chapter tacitly agreed not to raid the existing associations, especially AVIFR.

Interested organizers in Victoria were in fairly constant contact with Patricia "Pat" Lewis, then President and CEO of NSFRE. Some participants indicated that they were interested in the courses offered by NSFRE as well as the certificate in fundraising offered by the NSFRE Institute - the CFRE designation. In April 1991, Pat Lewis sent the following to Victoria:

- Brochures on CFRE certification
- NSFRE First Course brochures
- NSFRE Survey Course brochures
- Certification application
- NSFRE Membership applications

plus, a suggested offer of assistance from the Washington State Chapter in Seattle. In June 1991, Pat Lewis again corresponded with Victoria stating that it would be possible to set up a certification examination centre on Vancouver Island that might serve Western Canada. She also indicated that she had communicated with Douglas McLaren, the President of the existing Toronto Chapter, making him aware of the Victoria/Vancouver Island initiative.

Through the later part of 1991 and the first part of 1992, further discussions and meetings evolved relative to establishing a Victoria chapter. In July 1992, Douglas McLaren sent a cheque for \$250 to Victoria as a gesture from the Toronto Chapter of support for the establishment of a Chapter on Vancouver Island.

On October 3/4,1992, Pat Lewis came to Victoria on the invitation of the Chapter instigators and met with a number of the organizing contingent to talk about NSFRE and the advantages of having an

operational Chapter. She was very excited and impressed with what she found relative to what was going on in Victoria and the possibilities of forming a Chapter of NSFRE.

The Ad Hoc Chapter Committee that had been working diligently consisted of:

- Jeanette Allan
- Pat Bovey
- Graham Fram
- Dave Perry
- Bill Taylor
- John Saunders

In October 1992, they were given copies of the NSFRE Chapter Organizing Manual 1992-93 as a prelude to a further organizational meeting scheduled for November 10, 1992. At that meeting it was decided to take another step and invite the executive of the FDA of British Columbia and the executive of the Association of Vancouver Island Fund Raisers (AVIFR) to a meeting on January 20, 1993, to explore possible joint objectives. The meeting was hosted at the offices of Madrona Consulting Group Inc. on Oak Bay Avenue. The meeting on January 20th was quite successful although some were somewhat reserved about the formation of an NSFRE Chapter. It was decided however, that the first meeting of the unofficial Chapter would take place on February 19, 1993, at The Art Gallery of Greater Victoria, and Pat Bovey, Director of the Gallery would host. For a programme, Christopher Richardson, CA. , a noted fundraising consultant from Vancouver, would make a presentation on "Ethics in Fund Raising" The programme would be followed by refreshments and networking opportunities. Robert Gill, Chair of the Gallery board made some introductory and welcoming comments and he was accompanied by another well known community leader and philanthropist, Ralph Roberts. It was a good meeting with a good attendance and the general feeling was that the Chapter concept should move forward.

On April 5, 1993, the Ad Hoc Committee met and agreed to constitute itself into an interim board. This board consisted of:

- Jeanette Allan - Vice President, Madrona Consulting Group Inc.
- John Banks, Executive Director, Victoria Crisis Centre
- Patricia Bovey, Director, Art Gallery of Greater Victoria
- Graham Fram, Managing Director, Maritime Museum of British Columbia
- David Perry, President, Goodwill Enterprises (Victoria)
- John Saunders, CFRE, President, Madrona Consulting Group inc.
- Bill Taylor, CEO, YMCA/YWCA of Greater Victoria

The interim Board Officers would be:

- John Saunders, CFRE, Chair
- John Banks, Vice-Chair and in charge of Programmes
- Bill Taylor, Secretary/Treasurer
- Graham Fram, Membership Chair

The information about the interim board was communicated by letter to Pat Lewis, President and CEO of NSFRE on April 5, 1993. In the same letter Pat Lewis was reminded of the discussion that had taken place with her in October 1992, during her visit to Victoria, about "Head Office" reimbursing some of the 'national' membership fee as an incentive to further mobilize the Chapter.

On April 26, 1993, Charles R. Stephens, CFRE, Chair of the NSFRE Board, sent a memo to his Executive Committee informing them of a 'possibility' of a Victoria BC Chapter. He also alerted his executive about the request from Victoria relative to a membership fee reduction to compensate for the difference between the Canadian dollar and the US dollar. (ie \$150 US = \$200 Cdn.)

Pat Lewis sent a letter to Victoria on April 28, 1993, stating "that the NSFRE Executive Committee has approved a temporary reduction in dues in order to facilitate the formation of a chapter in Victoria."

On April 30, 1993, the "founding" membership meeting was held. Cheques for \$150 US for NSFRE membership and \$30 Cdn. for Chapter dues were collected. Much discussion took place about the founding of the Chapter and it was decided to file a formal petition with NSFRE for Chapter status once the required fifteen (15) members were signed up.

On July 15, 1993, a formal petition was sent to Gale Clark, Senior Vice President and Chief Operating Officer of NSFRE, requesting the recognition of the NSFRE Vancouver Island BC Canada Chapter as an official Chapter of NSFRE. The petitioners were:

John Banks	Patricia Bovey
Tillie Shuster	Barbara Wright
Duncan Stevenson	William Taylor
Beryl Hastings	Garnett Cassell
Rev. Tom Oshiro	Colin Moorman
John Saunders, CFRE	Graham Fram
Lenore Gilchrist	Ronald Lambert
David Perry	Jeanette Allan
Paul Mantell	Christopher Richardson

Gale Clark was also informed that there had been three (3) meetings of the membership already and the second Tuesday of each month had been generally established as the regular meeting days. Initially speakers would be members of the Chapter since this would enable people to get to know each other better. Ruby Smith, West Coast Region Manager for Alford, VerSchave, & Associates, a well established US consultancy with an office in Seattle, was invited to speak at the August 13, 1993, meeting and bring greetings and a welcome from NSFRE.

On July 29, 1993, Douglas McLaren, CFRE, President of the Toronto Chapter of NSFRE wrote to Gale Clark informing her that the Toronto Chapter would formally and proudly sponsor "the Victoria BC Chapter"

August 13, 1993, saw a visit from Ruby Smith, CFRE, from Seattle. She spoke eloquently on the advantages of being associated with NSFRE. She also brought a heartfelt welcome from the NSFRE Board and the Seattle Chapter and offered whatever help she and the Seattle Chapter could to facilitate the growth of the Vancouver Island Chapter.

On November 16, 1993, the "Chapter" held its first workshop. It was a 9:00 am until noon session held at Goodwill Enterprises (Victoria). The event was facilitated by Gordon Goldie, CFRE, President of a noted Canadian consultancy out of Toronto, and a practitioner for over forty years. His principle topic was endowment relative to the total fund raising programmes institutions should have. The workshop was a resounding success.

Pat Lewis wrote to Victoria on December 7, 1993, to inform that "During the Board meeting in Washington DC, the NSFRE Vancouver Island Chapter was approved for provisional status..."

The die was cast. Canada now had its second NSFRE chapter and the Chapter would meet religiously every month for lunch and a speaker at Goodwill Enterprises (Victoria) for the next two and a half years. With the closing down of Goodwill Enterprises (Victoria) new locations had to be found. The meetings tended to rotate through members facilities.

The Chapter grew slowly but consistently and the monthly meetings, the AGM'S and the socials and the networking opportunities proved productive. In 1998, John Davies took over as President. He listed his Executive as follows:

President	John Davies, Director of the Shawnigan Foundation
Past President	John Saunders, CFRE, President, Madrona Consulting Group
Vice-President	John Banks, Executive Director, Dispute Resolution Centre
Treasurer	Jean Addison, Manager of Development, Art Gallery
Membership chair	Rosemary Dolman, Associate Director of Development, Shawnigan Lake School
Program chair	Kathy Tron
Peer Mentoring chair	Joy Spencer-Barry, Director of Development & Community Relations, Queen Alexandra Foundation for Children
Annual Fund (EMC)	John Davies
NSFRE Liaison	Tillie Shuster, Principal, Matrix Planning Associates
International Liaison	Dree Thomson, Director of Development, Faculties of Law and Engineering, University of Victoria
Certification chair	Jennifer Jasechko, Director of Development and Community Relations, Juan de Fuca Hospital Foundation

List of AFP Vancouver Island Chapter Presidents

John Saunders, Founding President
John Davies
Dree Thomson
Marnie Hill
Jennifer Jasechko
Mandy Parker
Karen Morgan
Barbara Armstrong
Tim Maloney