

## Reflections From AFP Founding Board Members



### Larry Davies

Larry Davies is a founding board member of the AFP Greater Toronto Chapter. His career as an advancement professional spans over 35 years. He has served major educational institutions, such as York University, Seneca

College of Applied Arts and Technology, Lakefield College School and Victoria University in the University of Toronto and has raised almost \$100 million over the course of his career. Since retiring from Victoria University, Larry has continued to advance the fundraising profession by working as an advancement advisor to several organizations and mentoring new professionals.



### Bill Hallett, PHD, ACFRE

Bill Hallett has worked in the nonprofit charitable sector since 1974, and recently co-founded Hallett Horlor Inc. He is a Past President and founding Board member of the AFP Greater Toronto Chapter, and has also served on AFP's

International Board of Directors. In 2000, he became the first Canadian to be elected to AFP's Executive. In 2003, Bill Hallett received AFP Greater Toronto Chapter's Outstanding Fundraising Executive award.



### Terry Mercer, CFRE

Senator Mercer was appointed to the Senate in November 2003 by the Right Honourable Jean Chretien following 8 years as National Director of the Liberal Party of Canada. He has held a wide variety of positions including Canadian

Diabetes Association, YMCA of Greater Toronto, Nova Scotia Lung Association, St. John Ambulance Nova Scotia Council, and Kidney Foundation of Canada (Nova Scotia Branch). He has been a founding member and Director of two chapters of AFP, was Chair of AFP Foundation for Philanthropy in Canada, and serves on AFP Board of Directors and AFP Canada Council.



### Anne Moore, CFRE

Anne Moore was the principal of Anne Moore & Associates, a full service consulting firm she established in 1987. She was a founding board member of the AFP Greater Toronto chapter and served as Chair of the Chapter's Ethics,

Certifications and Professional Advancement Committee. Anne was the first Canadian, invited to join the International Ethics Committee. She was awarded the AFP Greater Toronto Chapter's Lifetime Achievement Award in 2004.



### Yves Savoie, MBA, MMgmt

Yves Savoie serves Multiple Sclerosis Society of Canada as President and CEO and as President of its Ontario Division. Prior to joining the MS Society, Yves has held the following positions: Executive Director, Family Service

Toronto; National Executive Director, Muscular Dystrophy Canada; President, Toronto East General Hospital Foundation; Executive Director, Royal Ontario Museum Foundation. Mr. Savoie was a part-time instructor at York University where he taught non-profit management in the MBA program. Mr. Savoie serves on the following boards: Multiple Sclerosis International Federation, Health Charities Coalition of Canada, Editorial Board of The Philanthropist, and Imagine Canada's Standards Steering Committee.

## How did you get involved in AFP and how did AFP help build your career?

**Bill Hallett:** In 1989, I attended my first AFP conference, which was absolutely outstanding. This led me to become involved in the Toronto Chapter, where I met new colleagues, many of whom became close friends and helped me learn a great deal about fundraising. This eventually led me to new executive and volunteer positions and to my consulting practice. AFP has given more back to me than I have given. AFP made my career.

**Larry Davies:** I got involved with AFP because I wanted to help establish a high level of professionalism and public acceptance for fundraising in Canada. It helped build my career by bringing me into relationship with some of the very best and brightest fundraisers in North America. It gave me a professional cohort to consult and commiserate with. It provided me with educational opportunities to make me better at what I do.

**Yves Savoie:** AFP helped me understand the critical importance of ethical practice at an early stage in the development of the fundraising profession in Canada. This has stayed with me forever and still has relevance in my work today as a CEO.

**Anne Moore:** I became interested in NSFRE in 1982, after attending an information session on the then-newly developed CFRE program. The session was presented by a leading US fundraising consultant who, like so many of our American colleagues, was very generous with his time and knowledge. AFP gave me the opportunity to learn from others not only in structured sessions, but in social networking. It gave me the chance to give back through Board and committee work, alongside wonderful friends and colleagues.

## How has the fundraising profession evolved since 1960?

**Bill Hallett:** I am not that old! There is now a body of knowledge, Code of Ethics and Standards of Practice, and a very well established world wide network, including AFP as a major leader. I believe we have achieved a great deal of respect but there is still a long way to go.

**Larry Davies:** In the early years, we had to persuade our constituents that it was necessary for our organizations to raise private funds. We were once viewed with suspicion. Today, we are seen as considerate professionals who can make many things thoughts impossible, possible.

**Terry Mercer:** The industry has gone from index cards to iPhones, but the principles remain the same. There continues to be a need for a Code of Ethics and a Donor Bill of Rights, no matter what method we use to raise money.

**Yves Savoie:** The professional has evolved tremendously. We have become more rigorous, more specialized, and more effective.

## How has the AFP Greater Toronto Chapter changed since it was first formed?

**Bill Hallett:** The initial Board laid the groundwork for the excellent Boards that followed. The AFP Greater Toronto Chapter is now an actively contributing leader for the entire organization. The current Board is an exemplary model for all non-profit charities to follow. Since the early 1990s, the Chapter has been blessed with the excellent administrative leadership of Cynthia Quigley.

**Larry Davies:** The Chapter is much more sophisticated, organized and effective in providing outstanding service to the fundraising community. The recognition of the very best and brightest each year at the annual Philanthropy Awards luncheon raises the standards each year and gives everyone in the profession models to emulate.

**Anne Moore:** Its membership is more diversified and professional. There has been tremendous growth in numbers. Fortunately, the current leadership has the same commitment as the Founders.

## What is the one piece of advice for today's fundraising professionals that will help prepare them to be the best they can be today, tomorrow and in 20 years?

**Bill Hallett:** Keep focused and keep learning.

**Larry Davies:** Always remain truthful and principled.

**Yves Savoie:** Fundraising is more and more about relationships. Getting in front of the donor is a must. And, those who learn to build relationships effectively will win, whether you do that one-on-one, or with a very large group of donors.

**Anne Moore:** Fundraisers must have a true commitment to the mission of the organization they are working with. It cannot be just another job. Celebrate the ups and learn from the downs. Take advantage of the learning opportunities when they come along.