

## PEOPLE IN LEADERSHIP

## Canadian prepares to chair AFP's international board

Calgary fundraiser **Andrea McManus**, president of **The Development Group**, has been chosen as chair-elect of the **Association of Fundraising Professionals**, an international organization representing more than 30,000 members in 200 chapters throughout the world.

"I felt unbelievably proud to be the first Canadian, in fact the first non-American, selected to lead this wonderful organization," she says. Her colleagues were thrilled too. In a spontaneous celebration, the other Canadians at the meeting of AFP's Leadership Council last October presented her with a tiara.

### A decade of leadership among fundraisers

McManus has been instrumental in bringing Canadian fundraisers together. In the mid-90s she founded a chapter of the Canadian fundraisers' organization that transitioned into the National Society of Fundraising Executives, the predecessor of AFP. She was, she says, "blown away" by her first general meeting of NSFRE, with its high level of organization and its many opportunities for leadership roles.

She chaired the Canadian Chapter Presidents' Council of NSFRE when the organization transformed itself into AFP. She was the first Canadian to sit on its government relations committee, bringing a Canadian perspective to what had been an entirely American committee. Later she created the foundation for AFP Canada and served as its founding chair. Soon she was elected to the international board, where she became vice-chair first of external relations, and then of professional advancement.

After two years as chair-elect, McManus will become the chair of an organization with members in 38 countries around the world. She is proud that AFP plays the leadership role in bringing the world wide fundraising community together, and cites an international code of ethics as one of the first benefits of the organization's international focus. Despite the large majority of American members, McManus commends the organization's responsiveness to Canadian issues and its willingness to "work with Canadians as we like to be worked with."

### Balancing the international with the local

McManus credits her involvement with AFP for anchoring her in the nonprofit sector and keeping her there. She found it particularly rewarding to serve on the governance review task force as the organization developed its international focus. "Dealing with international governance models, looking at options all over the world, working with the membership to communicate and implement the model we finally chose – I would never have had the opportunity to do something on that scale without AFP."

As she contemplates the issues she will engage as chair-elect and then as chair, McManus muses on the challenge of balancing international growth and a continued commitment to the service of local chapters.

AFP's historic model is founded on local chapters comprised of fundraising professionals, she notes. Yet the chapter model doesn't work in Asia. Other differences emerge in South American countries, where fundraising is more likely to be done by volunteers than by professionals. The organization has already created an e-membership for those in areas with no chapters to provide services.

### Other Canadians in international positions

She may be the first Canadian slated to chair AFP, but McManus is quick to credit other Canadians who have played significant roles in the organization's leadership. **Trent University** advancement VP **Dianne Lister**, she notes, has chaired the ethics committee, and **Jim Allen** of **Parkinson Society Canada** has chaired the ACFRE certification board.

In ten years, AFP Canada has attracted 3,000 members. McManus believes that the potential for AFP membership growth in Canada is still huge. She hopes that having a Canadian chair will encourage even more growth in the organization and shine a brighter spotlight on the importance of philanthropy in Canada. ☺



**Andrea McManus**

Andrea McManus, CFRE, is a recognized leader in Canada's charitable and nonprofit sector. With over 22 years experience in fund development, communications, media, public relations and marketing, McManus has particular expertise in environments where major changes, restructuring or transition require innovation, leadership, creativity and an entrepreneurial attitude. Clients welcome her strategic approach, her ability to engage stakeholders, and her commitment to ethical best practice. McManus knows she has succeeded when an organization as a whole increases its ability to meet present and future objectives.

For more information, <http://www.thedevelopmentgroup.ca/team.html>

## Budget helps restore confidence, giving may come later

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Johnson agrees. "Generally, all the measures that were introduced will help restore some level of confidence in individuals," he forecasts, "and give them a more positive attitude towards the future. It's diffi-

cult to predict any impact on charitable giving from these provisions alone. Specific measures such as the ones we proposed are required. But it will help restore consumer confidence and provide a better environment for charities in general." ☺