



STRENGTHENING PHILANTHROPY IN CANADA

Canada's charitable sector is the 2nd largest in the world with 170,000 non-profits/charities employing 2 million people and representing 11.1% of the workforce. The sector represents \$106 billion or 8.1% of the GDP (larger than the automotive or manufacturing industries). AFP Canada is the preeminent governing body for more than 3,600 fundraising professionals across 20 chapters in Canada.

The Association of Fundraising Professionals (AFP) Foundation for Philanthropy - Canada supports the fundraisers who are the change agents in communities across this country. We want what you want – for charities to be successful and deliver results and community impact. We help the same organizations and people that you help – those who are helping others.

You focus your philanthropy on the priorities and charities that meet your philanthropic objectives. We focus on growing philanthropy by strengthening the volunteers and professionals that make organized ethical philanthropy happen in Canada. Together, we can impact positive change through national and local capacity building to strengthen the charitable sector.

AFP Foundation for Philanthropy – Canada supports fundraisers and their charities through the following programs:

DIVERSITY & INCLUSION TRAINING

The AFP Fellowship in Inclusion & Philanthropy program will train diverse fundraisers from across the country in ethical fundraising and inclusion best practices to ensure the sector's future leaders reflect Canada's ethnic, cultural and linguistic diversity. The eight month program includes best-practice fundraising education, leading diversity and inclusion training, mentorship with senior sector leaders and practicum projects building the sector's free diversity and inclusion resources available at www.afpinclusivegiving.ca.

SECTOR RESEARCH

A leading-edge research agenda to build the body of knowledge on fundraising practice and philanthropy in Canada; this includes an annual research grants program and the seminal biennial donor survey – *What Canadian Donors Want*. In 2020, the Fundraising Effectiveness Project will come to Canada measuring annual growth in giving.

NATIONAL SCHOLARSHIP PROGRAM

Financial assistance scholarships to support professional development for local fundraisers and grassroots charities with limited education and training budgets.

AFP Foundation for Philanthropy – Canada/Fondation canadienne pour la philanthropie

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