

2020 National Philanthropy Day

PRESENTED BY RBC

NPD TOOLKIT



WELCOME



Sofia Janmohamed

PRESIDENT, AFP GREATER VANCOUVER CHAPTER

I hope that you and your family are well during these unprecedented times. Extending a huge congratulations to all the outstanding 2020 Giving Hearts Awards nominees. We will sincerely miss being able to get together this year to celebrate at our annual National Philanthropy Day luncheon.

In lieu of adjudicating the awards and hosting an in-person celebration this year, AFP Greater Vancouver launched a digital and print campaign via social media and Business in Vancouver, throughout October and November. We are so proud to recognize the achievements of all our nominees and the organizations making such a difference across the Lower Mainland that have championed them.

I hope that you will join us in using this toolkit to celebrate your donors, volunteers and colleagues, from now until National Philanthropy Day on November 15.

Thank you to our presenting sponsor RBC, and all our generous sponsors for their partnership during these unusual times. Thank you to the National Philanthropy Day Committee and the Board of Directors for their leadership. Lastly, my sincerest gratitude to YOU for your support of AFP Greater Vancouver and the Giving Hearts Awards.

WELCOME

Welcome to our re-imagined celebrations of National Philanthropy Day this year, #GivingisReceiving. Although we were unable to host our traditional National Philanthropy Day Luncheon, our commitment hasn't changed: to celebrate those who play a critical role in advancing the impact of our organizations through our Giving Hearts Awards.

Our 2020 National Philanthropy Day celebration highlights include:

- Recognizing all 30 Giving Hearts Awards nominees through social media profiles on Facebook, LinkedIn, Instagram, and Twitter
- Recognition of our 30 Giving Hearts Awards nominees and a sponsored article in Business in Vancouver's November Philanthropy Issue
- A sponsored article on the impact of philanthropy on BIV.com
- Media interviews on CityTV's Breakfast Television and OMNI News
- Social media advertising to increase the awareness of our nominees

We hope you will join us in celebrating National Philanthropy Day by sharing your #GivingisReceiving stories and photos on social media leading up to November 15. Tag @AFPVancouver and we will acknowledge your post.

Our endless gratitude to all of our sponsors including Presenting Sponsor RBC and the 2020 National Philanthropy Day committee who have tirelessly worked to build and implement the project.



GIVING HEARTS AWARDS NOMINEES

OUTSTANDING PHILANTHROPIST

Large organizations raising \$15 million or more annually

Dr. Rudy & Mrs. Patricia North

The Greczmiel Family

OUTSTANDING PHILANTHROPIST

Small to medium organizations raising up to \$15 million annually

Arnold & Anita Silber

Dennis & Phyllis Washington

Southern Railway of British Columbia (SRY)

OUTSTANDING LEGACY PHILANTHROPIST

Dr. John McNeill

Dr. A.H. Somjee

The McCarthy Family

OUTSTANDING YOUTH PHILANTHROPIST

Casey Wright

Jason Guo

Raisa Jose

Sophia Ladha

OUTSTANDING VOLUNTEER FUNDRAISER

Dr. Genieve Burley

Matt August

Mel Zajac

Vicki & Kerry Kunzli

GIVING HEARTS AWARDS NOMINEES

OUTSTANDING CORPORATION

More than 50 employees

E.B. Horsman & Son

Glotman Simpson Consulting Engineers

Grosvenor Americas

Neptune Terminals

Nicola Wealth

Odlum Brown Limited

Otter Co-op

Pacific Blue Cross

RLC Park Services

The Capilano Group

White Spot

OUTSTANDING SMALL BUSINESS

50 employees or less

Emad Yacoub

Integra

Smart Wireless

SOCIAL MEDIA CAMPAIGN

During this pandemic year, we are honouring all of our GHA nominees by shining the spotlight on their acts of generosity in a special campaign to spread the message that “Giving is Receiving.” Whether by committing countless hours of fundraising, donating a lifetime of savings or making pivotal gifts, each of our 2020 GHA nominees embodies the spirit of philanthropy.

We want to encourage you to help us spread our message further by engaging with our social media posts through likes, comments and shares. We also invite you to let us know how you plan on celebrating National Philanthropy Day presented by RBC by sharing your #GivingisReceiving stories and photos on social media leading up to November 15.

Join as we countdown to National Philanthropy Day! Whether donating your time, energy or resources – giving truly is receiving as our nominees will attest to.



The Greczmiel Family
Outstanding Philanthropist Nominee



Smart Wireless
Outstanding Small Business Nominee



Casey Wright
Outstanding Youth Philanthropist Nominee



@AFPVancouver



SOCIAL MEDIA CAMPAIGN

SAMPLE NOMINEE RECOGNITION ON SOCIAL MEDIA

— ” —

Sixteen years ago, Ride2Survive was driven by a vision: that as a team event we could accomplish amazing fundraising goals, change people's lives, and ride 400k in one day.

— ” —

Vicki & Kerry Kunzli
Outstanding Volunteer Fundraisers
Giving Hearts Award Nominee



— ” —

Most of us have been touched many times by philanthropy... In my case, it has been instrumental in shaping my life. Were it not for the generosity of the countless donors that supported the Juvenile Diabetes Research Foundation, there is no doubt that my life would endure a significantly higher number of complications.

— ” —

Sophia Ladha
Outstanding Youth Philanthropist
Giving Hearts Award Nominee



— ” —

Otter Co-Op is proud to support the communities we live, work, play and do business in. Community is one of the core values built into the way our organization and teams work.

- Jack Nicholson,
CEO of Otter Co-Op

— ” —

Otter Co-Op
Outstanding Corporation
Giving Hearts Award Nominee




— ” —

Real generosity toward the future lies in giving all to the present.

- Albert Camus

— ” —

Dr. A.H. Somjee
Outstanding Legacy Philanthropist
Giving Hearts Award Nominee



#GivingisReceiving

@AFPVancouver

SOCIAL MEDIA CAMPAIGN

SAMPLE SOCIAL MEDIA TEMPLATES

It's [date], which means we're not far away from National Philanthropy Day! Set aside time to celebrate the impact philanthropy has had on the community, we can't wait to celebrate. How will you be celebrating #NationalPhilanthropyDay? #GivingisReceiving

--

Organized in the 1980s, National Philanthropy Day is a special day to recognize & celebrate the societal contributions of philanthropy. We're celebrating National Philanthropy Day by [insert celebration of supporters, etc.]... #GivingisReceiving

--

Today is a special day. It's National Philanthropy Day! Set aside time to recognize the impact philanthropy has had on society. #NationalPhilanthropyDay lets us celebrate the change we've made, the change we're making, and the change that is yet to come. #GivingisReceiving

--

National Philanthropy Day is finally here! Organized in the 1980s, this day is significant in recognizing the important role philanthropy has had on societal change. Today especially, we celebrate the change we've made, the change we're making, and the change that is yet to come. #GivingisReceiving

--

As National Philanthropy Day approaches on November 15, we recognize and celebrate [supporter] and their contributions to our organization. [profile on supporter] #GivingisReceiving

National Philanthropy Day logos for use in your posts can be found online at:
<https://afpglobal.org/national-philanthropy-day-logos>

THANK YOU TO OUR VOLUNTEERS

2020 NATIONAL PHILANTHROPY DAY COMMITTEE

VP, Community Engagement, AFP Greater Vancouver Chapter

Kyle Tiney, Vancouver Symphony Orchestra

Co-Chairs

Lucy Isham-Turner, Family Services of the North Shore

Rachael Zapp, Canadian Cancer Society

Sara Hoshoooley, Charity Shift Consulting

Carly Johnstone, Carly Johnstone Project Management

Antonia Kalmacoff Jennings, Big Sisters of BC Lower Mainland

Vanessa Lee, BC SPCA

Lana Mador, Ronald McDonald House BC & Yukon

Ellyn Schriber, Delta Sport Development Centre - Delta Gymnastics Society

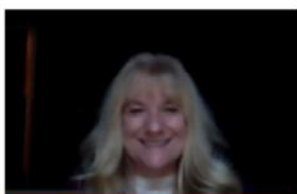
Michelle Sweeney

Veronika Trebesh, Provincial Health Services Authority

Hanah Van Borek, Vancouver Coastal Health

Mandy Wu, Greater Vancouver Food Bank

Judy Zhu, Canadian Cancer Society



Ellyn Schriber



Lana Mador



Lucy Isham-Turner



Carly Johnstone



Veronika Trebesh



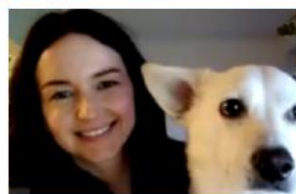
Mandy Wu



Hanah Van Borek



Association of Fundraising Professionals
Greater Vancouver Chapter



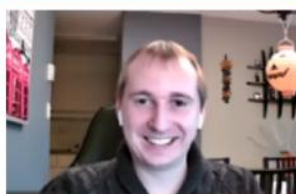
Vanessa Lee



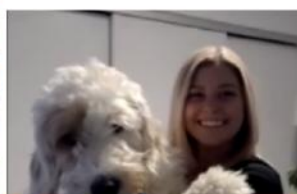
Sara Hoshoooley



Michelle Sweeney



Kyle Tiney



Rachael Zapp



Antonia Kalmacoff Jennings



Judy Zhu

THANK YOU TO OUR SPONSORS

PRESENTING SPONSOR



COMMUNITY PARTNER



OUTSTANDING LEGACY PHILANTHROPIST AWARD CO-PARTNER



GIVING HEARTS AWARDS HONOUR ROLL SPONSORS



CONTRIBUTING SPONSORS

