



2020 Annual Report



Organizations vary in their approach to Annual Reports like this one. However, 2020 is a particular challenge – certainly for me. As I look back on the year,

the
President's
message

I find it difficult to characterize the performance of 2020. I've heard from many of you during the past months about the obstacles COVID-19 has thrown in your way. We've all certainly had to create a different playbook this year and undoubtedly need to take a

similar approach in 2021.

However, we are a resilient profession. I remain optimistic that we will learn to pivot successfully through this pandemic – no matter how many twists and turns it takes. And if the obstacles you are facing may seem insurmountable at times, please remember that we are here to help.

Despite the barriers we faced, we were still able to feature outstanding speakers like Tracy Church, who taught us a few things about prospect research and community development. Celeste Bannon Waterman from KCI spoke about fundraising in a post-pandemic landscape. And most recently, Dan Robert zoomed in on the role of endowments as part of your fundraising strategy. In-person to online, the transition was seamless and enjoyed by all who participated. Remember, you can attend upcoming events for free by becoming a [WFRE member](#).

This year we celebrate 25 years serving the non-profit and charitable sector in the Waterloo Region and Wellington non-profit and charitable sector. In 1995, our founders Kristen Porritt and Katherine Smart had the foresight to realize that organizations in our region would benefit significantly from the support, education and networking opportunities that WFRE could deliver. Their legacy will be forever remembered.

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I want to thank the volunteer leaders who serve on our Board of Directors: Caroline Barker, Dave Barker, Marlow Gingerich, Tammy Northam and Leanne Brown. This year Leanne stepped off the board, but we will all remember her infectious positivity and can-do attitude. I also want to welcome Lauren DaSilva and Peter Hoppe. They will add their expertise and experience to our important work.

Mostly I want to express my deep gratitude to our members who are growing in numbers every year and making our efforts worthwhile and this organization strong.

As we move into 2021, please stay connected and safe. Let's hope that we'll be together soon, sharing the stories and experiences that make our organizations great.



Jerry Lawlor, CFRE
President

Financial Report – David Barker



The conversion from in-person to online presentations and events reduced projected expenses and increased our bank balance. Additional job postings on our web site also provided more revenue to our organization. Our income for the year was \$4,370.00 against expenses of \$3,157.90 and net income of \$1,212.10. Our bank balance ended the year at \$8,192.91. We had intended to spend down the bank

balance by investing in supporting our membership, acquiring new members and planning innovative networking and educational events. The Board of Directors is currently reviewing its options and would welcome any suggestions from you for guest speakers and other activities.

Thank you!

Membership Report – Marlow Gingerich



I am pleased to report that interest in WFRE has been strong, with 24 individuals taking out a full membership over the past year. Furthermore, we see great support from many guests and one-time attendees as they continue to be well represented in our presentations and networking events. This is encouraging as it indicates we are bringing

speakers, topics, and content of broad interest to fundraising professionals in our region.

The WFRE executive continues to offer two types of membership. A Corporate Membership allows an organization to send various people to our events and provides flexibility as to who attends each event. An Individual Membership is for one specific person from an organization for the year. We have also continued our “free guest” option that allows a member to register a guest for an event once per year. It's our way of introducing potential new members to our organization.

We continue to provide excellent value for an individual or corporate annual membership fee at \$125. This fee covers all the events, speakers, and meals (when possible) for the entire year.

I can't think of a better way to get to know your colleagues across the region and learn about the latest developments in fundraising and non-profit sector news. Please take a moment to visit our [membership page](#).

Thank you!

Communications Report – Tammy Northam



The role of communications is to keep members like you informed about WFRE, and current on upcoming speakers, networking opportunities, job postings and regional fundraising news. We do this through our [website](#), newsletters, and soon, our social media posts.

We started the WFRE newsletter just over one year ago. So far, we have delivered three issues and increased our subscription by 100%. Our overall goal is to promote awareness of WFRE and the benefits we can provide fundraising professionals within our Waterloo-Wellington community. Anyone can [sign up for the newsletter](#) regardless of membership status.

Tammy Northam and Leanne Brown shared the role of Communications in 2019 and 2020. Leanne stepped down in 2020 due to a change in careers. We thank her immensely for her service. This year, Peter Hoppe has stepped in to assume Leanne's newsletter responsibilities. We look forward to working with Peter in the coming year and Lauren DaSilva, who will be leading our social media strategy.

Please contact Lauren or me if you have any suggestions on how WFRE can reach more professionals in Waterloo Region and Wellington. You can also help by spreading the word about WFRE and its many benefits to your friends and colleagues.

Thank you!

Be part of a dynamic group of professional fundraisers and help keep the spirit of philanthropy alive in Waterloo Region and Wellington.