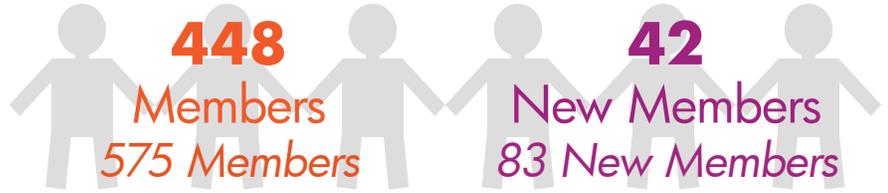


# ALDE

## Annual Report 2020-2021

2019-2020 Figures in Italics

## Forging a Path Forward ... Together!



**180+** ALDE Faith & Fundraising Attendees

**300+** ALDE & CDC

Attendees

*229 Las Vegas 2020*

*Attendees*

**38%** of Members Attending 2022

*36% Attending 2020*

**3.90/5**

2020 Conference Rating

*4.25/5 2019 Rating*

**4.12/5**

2020 Educational Value

*4.32/5 2019 Value*



**54**  
CFREs

**16**

CFRE Study Days Attendees

*16 Attendees in 2019*



**1979**

Year Founded

**23**

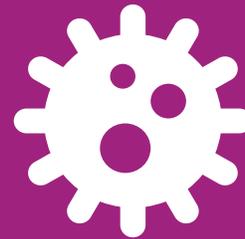
Executive Search Job Postings

*17 Postings*



**29**

Chapter Events, Town Halls, Happy Hours, and More  
*In person and virtual*



**50+**  
COVID-19 Resources Shared

**\$25,390.70**

Given to Annual Fund  
*\$ 40,030 Given*

**59**

Annual Fund Donors  
*171 Donors*

**\$430.35**

Average Gift Amount  
*\$234.09 Average Gift*

**20** Sustainers  
*22 Sustainers*



**\$960.17**

Given to Endowment Fund  
*\$942 Given*

**\$2,930**

Given to YALDE  
*\$1,345 Given*

**\$543,509**

in Net Assets  
*\$451,793*  
in Net Assets



# Letter From the President

David Fuerst

“What are the 3 biggest fundraising challenges you are facing today?” When this question was first posed to me, I contemplated the challenge of naming ONLY three. The complexity of fundraising is evolving quickly. In the midst of the pandemic, we have also witnessed inspiring generosity. The future of Christian philanthropy is hopeful. And challenging.

We celebrate this wonderful privilege of being together in the same space with grateful hearts. We are grateful for our relationship with the Catholic Development Council of The Nonprofit Alliance. Great collaboration had to occur to get us to this day. They have been true partners. We also owe a deep gratitude to Laurie Brill and Jon Nelson for their leadership and above and beyond effort over the last two years. They have both made heartfelt sacrifices in the quest to make our gathering possible.

Central to ALDE’s mission and identity has always been the power of mentorship, collegiality, and the friendships that have been formed through our educational conferences and beyond. “Sparking generosity for mission” is in our Mission Statement, and that objective is established common ground.

We live in an era when the culture is keen to segregate us into communities that only represent our view of the world. In fact, this challenge is one of our Big 3. It is fair and right to claim this sacred space with a dedicated focus on inspiring fellow Christians to solve the problems of the world through their philanthropy. God has called us to be together for a reason. We are stronger when we advance this mission together.

Over the next year, we will continue to take the necessary governance steps toward becoming the Association of Christian Fundraisers. These are important steps, and they need not limit our ability to live into this new identity today. We come into this room from varied faith traditions. We bring varied perspectives. We likely see the world differently. We also find the common ground when we “spark generosity for mission.”

As we work on this year’s Big 3, I encourage you to consider whose voices need to be in this room next year. Overcoming big challenges requires great collaboration and diverse perspectives. There is no doubt that God has provided all we need to transform a spark into a roaring fire of generosity!

Blessings,  
David Fuerst  
ALDE President  
Associate VP for External Relations and Engagement, Corus International  
Saint Paul, Minnesota



# Message From the Executive Director

Laurie Brill

## Courage, Hospitality, Gratitude

The pandemic disruption of 2020-2021 presented many challenges to membership associations, yet it also provided an opportunity to reflect, pause, examine current programming, be bold, explore new partnerships, and take risks. Courage is defined as: *strength in the face of pain and grief*. The ALDE Board has worked tirelessly and intentionally to reshape, better refine, and build out a future with a focus on outreach and collaboration. With fortitude and focus, intentionally expanding the network of Christian fundraisers is our priority. “Be strong and let your heart be courageous, all you who put your hope in the Lord.” Psalms 31:24

During the summer of 2021, ALDE and CDC (Catholic Development Council) of The Nonprofit Alliance made the decision to co-brand and co-present the 2022 annual conference. This opportunity to build out an experience in collaboration with another network of fundraisers has resulted in an expanded community. The creative energy and deep commitment to excellence throughout this transition has shaped and formed what we know will be an extraordinary conference experience for our members.

Enthusiasm abounds now that our members will have the opportunity to meet in person for a transformative and engaging conference. Since late August of 2021, ALDE members and CDC members have been busy working on committees to build and shape the annual conference – now known as Faith & Fundraising. I lift up the excellent work of Jon Nelson, Abby Graf, and our volunteers (especially our committee chairs).

ALDE will be investing energy in forming new partnerships by welcoming others to participate in this new community of fundraisers. The ALDE name change announced in May of 2021 (soon to be Association of Christian Fundraisers) reflects clearly that the ALDE Board is committed to welcoming other Christian fundraisers to a new and expanded community. Hospitality is defined as: *the quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way*. Together, we will each contemplate new ways to welcome Christian fundraisers to Faith & Fundraising and continue to forge new partnerships with others who

will benefit from this community and network. “Don’t neglect to show hospitality, for by doing this some have welcomed angels as guests without knowing it.” Hebrews 13:2

In the summer of 2021, the ALDE Board engaged Philanthropy & Fundraising North America to assist us with the creation of a more transformative conference experience. ALDE and CDC staff have worked to incorporate changes that will improve opportunities for interaction and problem solving at Faith & Fundraising and beyond. I have often heard our members refer to the annual conference as a “Mountain-Top Experience.” There is great excitement surrounding the chance to finally gather together. During our early February “Meet and Greet” via Zoom, we introduced The Big 3 Challenges (result of ALDE/CDC member survey feedback). ALDE and CDC members had the chance to begin to get to know one another – what a blessing to meet new colleagues and establish new friendships. We will be working together at Faith & Fundraising to develop solutions to The Big 3 challenges with an effective team of facilitators.

ALDE is at an exciting crossroad. I’m grateful for your capacity to honor our past, yet embrace our future. I stand ready to serve the ALDE Board and members of ALDE as we continue to solidify the vision of an engaging, welcoming, faithful, and sustainable future.

“But thanks be to God who always leads us in Christ’s triumphal procession and through us spreads the aroma of the knowledge of him in every place.” 2 Corinthians 2:14

Laurie Brill  
ALDE Executive Director  
Ormond Beach, Florida



**Inspire, educate, and mentor the Christian fundraising community to spark generosity for mission.**



# Up Close

with ALDE  
Board Candidates

## Rev. Dr. Katharine Yarnell, CFRE

For Secretary

Katharine Yarnell grew up in Canada, then moved to Iowa to attend Wartburg Seminary in Dubuque. She and her husband Ron served ELCA Lutheran churches in Kansas for 10 years. She worked as Director of Annual Fund and Alumni Relations at Wartburg Seminary, then as Director of Planned Giving at Grand View University in Des Moines, Iowa. She started attending ALDE Conferences in Denver in 2005. She has served on the ALDE Membership Committee and the Recognition Committee.



For four years, Katharine served as a Field Outreach Minister in the North Central District of the Iowa Annual Conference of the United Methodist Church. Now she is serving as Executive Director of the Iowa United Methodist Foundation, helping congregations across the state with their long-term financial stewardship.

She is an ordained, rostered, ELCA Minister of Word and Sacrament, with a M.Div. from Wartburg Seminary, and a D. Min. in Preaching from LSTC. She is a Certified Fund-Raising Executive (CFRE), Fellow of Charitable Estate Planning (FCEP), and Accredited Investment Fiduciary (AIF®). She serves on the ELCA Resource Development Committee.

## John Andreasen

For Treasurer

John Andreasen currently serves as Director of Development with the Anne Carlsen Center in North Dakota. As a pastor he served parishes in Manitoba and Minnesota, before being called to administrative leadership at the Canadian Lutheran Bible Institute and Oak Grove Lutheran School in Fargo, North Dakota.



John first became involved with ALDE in the 1980s and is currently serving on the ALDE Finance Committee, while filling an interim position as Treasurer on the Executive Committee. John earned an M.Div. from Luther Seminary, as well as an S.T.M. from Yale University. As an international exchange student, he found part-time employment with the Federal Reserve Bank in Norway. He is married to Carol Sue and together they have three grown children and four adorable grandchildren. When the temperature rises and the wind settles, he enjoys cross-country skiing along the Red River of the North.

## Brian Gavin

For Member-At-Large

Brian Gavin is Senior Vice President – Communications & Marketing for Volunteers of America in Alexandria, Virginia. He has served Volunteers of America for three years. Previously, he worked at Lutheran Social Services of New York as Vice President of Advancement & Communications. In addition, Brian served Catholic Charities in communications and fundraising positions for over a decade – both at local offices in New York, and nationally at Catholic Charities USA in Alexandria, Virginia.



Brian holds a B.A. in communications and business from The University of Scranton, as well as an M.A. in public communications from Fordham University.

He is a seven year ALDE member and served as ALDE Big East Chapter President for two years. He is a member of The National Press Club of Washington, D.C.; Public Relations Society of America; AFP; The Nonprofit Alliance; and the Data & Marketing Association and recipient of the ONCON Global Top 10 Marketer of the Year Award (2022 and 2021). He is a member of the Basilica of St. Mary (Roman Catholic) in Alexandria, Virginia, where he resides with his wife and young daughter.

## Jeri Pat Gabbert, CFRE

For Member-At-Large

Jeri Pat Gabbert, CFRE, is the Vice Chancellor for University Advancement and External Affairs at Indiana University Northwest. In her role, Jeri Pat is responsible for providing leadership and initiative in the planning, implementation, and administration of the campus's fundraising, alumni relations, special events, and communication and marketing programs. She is a faculty member at the



The Fund Raising School at the Indiana University Lilly Family School of Philanthropy; serves as a cabinet member for the Council of Advancement and Support of Education - District V (CASE V); past chair for the Council of Advancement and Support of Education - Indiana Committee (CASE Indiana); and a member of the Certified Fund Raising Executive (CFRE) Appeals Committee. Prior to her work with Indiana University, Jeri Pat served Valparaiso University as a member of the major gifts team. She holds a Bachelor of Arts degree from Hanover College in communication and a Master of Arts degree in communication studies from Ball State University. Jeri Pat and her husband, Clay, reside in Valparaiso, and are the proud parents of two teenage daughters.

# ALDE Donors 2020-2021

showing inspiring  
generosity to SPARK our  
shared mission –  
THANK YOU!



## ALDE Cutting Edge Endowment Fund

Jon Dize - *in honor of John Schoedel,  
retiring from Concordia Lutheran High School,  
Fort Wayne. Former ALDE member.*

Beth Nelson Chase  
Danielle Ward

## YALDE

Jon Dize  
Lorraine Dorough  
Roger Dow  
Terrence Egan  
Luke Hanson  
Jamie Lennon  
Dennis and Bonnie Meyer

Beth Nelson Chase  
Michael Nevergall  
Jonathan Schleicher  
Amy Scholz  
Craig Stirtz  
Danielle Ward

## ALDE Annual Fund

Gwen Axelson  
Martin Bimler  
Fred and Candy Bleeke  
Laura Brandt  
Laurie Brill - *in honor of Christine  
Zrinsky*  
Ellen Bushman  
Jeff and Robin Cherwinka  
Keith Christensen  
Carolyn Dauner  
Jon Dize - *in honor of John  
Schoedel, retiring from Concordia  
Lutheran High School, Fort Wayne.  
Former ALDE member.*  
Lorraine Dorough  
Roger Dow  
Christine Duncan  
Rich Duncan  
Terrence Egan  
Richard Engdahl  
Richard Finch  
Michael Fischer  
David Friesen

David Fuerst  
Brian Gavin  
Jason and Leslie Gerdes  
Thomas Grunow  
Dylan Gunnels - *in memory of  
Stephanie Gunnels*  
Trish Haniszewski  
Luke Hanson  
Kathy Haveisen  
Mark Hill  
Stephen Hitchcock  
Len Hoffmann  
Tony Hunt  
Michael Johnson  
Alan Koepke  
Brett Koopman  
Bethany Krepela  
Jamie Lennon  
Jane Lottes  
Jeanie Lovell  
Keith Lund  
Kathleen Luther  
Douglas Mason

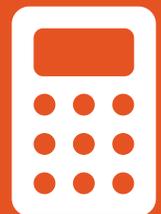
Bonnie Meyer  
Dennis Meyer  
Paige Mills-Haag  
Evan Moilan  
Brenda Moore  
David Mossner  
Alice Mowbray  
Chris Nelson  
Jon and Megan Nelson  
Beth Nelson Chase  
Michael Nevergall  
Stan Olson  
Douglas Page - *in honor of Jon  
Nelson*  
Robert Polansky  
Thomas Ries  
Jim and Stephanie Rindelaub  
Heidi Rixman - *in honor of Betty  
Kuhn*  
Christine Safranek  
Jonathan Schleicher  
Amy Scholz  
Matthew Schultz

Matt Sheffield  
Hans Springer  
Alyce Lee Stansbury  
Andrew Steele - *in honor of Doug  
Mason*  
Michelle Steiner  
Craig Stirtz  
Sueelyn Swiggum  
Chandra Thurman - *in honor of  
Richard Thurman*  
Susan Troutman  
Mark Van Scharrel  
Tim Voss  
Clyde Walter  
Danielle Ward  
Ashley Wiehe  
Stephanie Wollenburg  
Christine M. Zrinsky

Donors listed in red are *Sustaining  
Members* – they give regular  
donations to the Annual and/or  
Endowment Funds.

## Treasurer's Report

John Andreasen



The COVID-19 economic situation has continued to pose challenges for revenue and income. However, strong market performance, as well as the support of forgiven PPP loans, have helped ALDE gain a stronger financial footing than at this time last year.

The first round of the PPP loan program was \$39,200. We received the funds in May of 2020, and the loan was forgiven in January of 2021.

The second round of the PPP loan program was \$39,207. We received the funds in February of 2021, and the loan was forgiven in September of 2021 (not reflected here since posted in the 2021-2022 fiscal year).

### 6/30/2020 Net Assets:

Total:	\$451,793
Without donor restrictions	\$114,707
With restrictions including Chapters	\$337,086

### 6/30/2021 Net Assets:

Total:	\$543,509
Without donor restrictions	\$136,567
With restrictions including Chapters	\$406,941

Inspire, educate, and mentor the Christian fundraising community to spark generosity for mission.