



# Our Journey to a New Day as ACF

## Annual Report 2021-2022

*2020-2021 Figures in Italics*

**220+**

Faith & Fundraising:  
Myrtle Beach 2023  
Attendees  
*208 Milwaukee 2022  
ACF Attendees*

**47%** of Members  
Attending 2023  
*46% Attending 2022*

**4.25/5**

2022 Conference  
Rating  
*3.90/5 2020 Rating*

**3.98/5**

2022 Educational  
Value  
*4.12/5 2020 Value*



**65**  
CFREs

*Showing commitment  
to professional, ethical  
fundraising practice*



**1979**

Year Founded

**481**

Members  
*448 Members*

**61**

New Members  
*42 New Members*

**13**

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

**\$523,932**

in Net Assets  
*\$543,509  
in Net Assets*

**29**

Executive Search  
Job Postings  
*23 Postings*



**\$22,484.53**

Given to Annual Fund  
*\$ 25,390.70 Given*

**61**

Annual Fund Donors  
*59 Donors*

**\$368.60**

Average Gift Amount  
*\$430.35 Average Gift*

**21** Sustainers  
*20 Sustainers*



**\$1,100**

Given to Endowment Fund  
*\$960.17 Given*

**\$1691**

Given to YACF  
*\$2,930 Given*



# Letter From the President

*David Fuerst*

Fellow ACF Members:

I am excited to welcome you to the Faith & Fundraising Conference in Myrtle Beach, our first conference as the Association for Christian Fundraising. This annual time in community with one another is precious, reconnecting and building new relationships while honing our professional skills. A lesson we have learned over the last few years is that events like this are not to be taken for granted.

As we review and finalize new bylaws for our association, I invite you to take a moment to consider how we will steward the blessing of this renewed organization and the strong foundation that undergirds it. As stewards, we are entrusted to care for these blessings and maximize their impact. Our first responsibility is to fully engage with the content of this year's speakers and cultivate relationships among one another so that we might return home to

spread God's love through the work of the organizations we serve.

Living into our new identity, we are also called to consider how ACF can further God's work in the world beyond this event. While we are together, let's take a moment to consider where God is leading us. What do we need to learn when we are together in this setting and throughout the year? Who else needs to be "in the room" with us?

Finally, thanks to the ACF staff, my fellow members of the ACF Board of Directors, and the many volunteers whose hard work has made this year's event possible. Your commitment and collaboration is our strength!

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



# Message From the Executive Director

*Laurie Brill*

## A Collective Vision

Listening. Inquiring. Trusting. Transitioning. Jumping. "God's mercies are new each morning to help us deal with change." Lamentations 3: 21-23. Change is a constant in life. In the midst of change, we experience grace, goodness, courage, and faithfulness. What a joy it has been to join our members in welcoming others to this special association now known as the Association for Christian Fundraising (ACF).

During the initial strategic planning meeting of the Board of Directors at the 2020 conference in Las Vegas, intentional conversation began pertaining to the opportunity to grow and diversify our membership. What began as a commitment by the Board to expand the network has now become a reality. And, it has become a collective vision.

During this season of transition, we have been called to transform rather than conform. God has been walking alongside us throughout this journey. "Do not be afraid or discouraged, for the Lord will be with you. He will neither fail you nor abandon you." Deuteronomy 31:8. The ACF Board had the courage to take a leap of faith in the execution of a name change. Now, we celebrate that journey together while gathering at the beach for our Faith & Fundraising Conference: Myrtle Beach 2023.

I lift up the excellent work and dedication of the ACF Board, Jon Nelson (Associate Director), and Tom McGinness (Accountant). We are also blessed to have so many faithful and loyal volunteers who express their generosity through volunteer service. The volunteers and their commitment to committee work is the pulse of ACF. Thank you for making a difference.

As I began to write this Executive Director report, I reflected upon the annual conference in Grapevine, Texas (2019). Jason Gerdes, CFRE, was Board president in 2019, and he asked me to share my vision for the future of ALDE during the annual meeting

of the membership. One month into my role as Executive Director, that seemed to be a tall order. I had so much to learn about the history and members of the association. Jason set the tone for effective transformation by inviting me to reimagine what ALDE could become.

The thoughtful approach and persistence of the Board (regarding the legal steps involved in the process of a name change) is to be commended by the membership. The careful examination and necessary adjustment of the Articles of Incorporation and Bylaws was a time-consuming, yet very important, task. We have been blessed by strong legal counsel, and ironically, our current attorney (Leonard Pranschke) assisted with the original ALDE incorporation in Missouri!

The Association for Christian Fundraising presents a unique platform to convene within the context of faith and vocation. The varied affinities within our network present a rich opportunity to interact with and learn from each other. It is the breadth and depth of varied positions and experiences — along with members' deep commitment to faith — that is the heartbeat of ACF.

We will welcome many new attendees this year at the beach. The sun will rise over the ocean, and we will embark upon a new day. "He is the Maker of heaven and earth, the sea, and everything in them — he remains faithful forever." Psalms 146:6

May God continue to bless you and those you serve.

With gratitude,  
Laurie Brill  
ACF Executive Director  
Ormond Beach, Florida





# Up Close

*with ACF*  
*Board Candidates*

## Kendra Hernandez

Kendra Hernandez serves on the Grants Team at Lutheran Immigration and Refugee Service in Baltimore, Maryland, specializing in public and private grants and corporate relationship management.

A New Mexico native and lifelong member of the Evangelical Lutheran Church in America (ELCA), she previously held the role of Church Council Vice President at her home congregation in Las Cruces, New Mexico, before moving to Budapest, Hungary, as a member of the Young Adults in Global Mission (YAGM).

Kendra joined ACF in February 2021, and recently completed the Business Volunteers Maryland GIVE Fellowship, now serving as a member of the Alumni Committee. She holds a Bachelor of Business Administration in marketing from New Mexico State University. She is a founding board member of Asylum Pride House in Philadelphia, which provides housing and support to LGBTQ+ asylum seekers.

Kendra lives in Baltimore with her cat, Ophelia, and enjoys rock climbing and hiking.



## Doug Walters

Doug Walters serves as the Executive Director of Camp Hanover, a Presbyterian summer camp and year-round retreat center located in Mechanicsville, Virginia. He became a member of ACF in 2020.

Doug is a communications graduate of Ithaca College, whose career path tended toward broadcast journalism and video production before following a call into full-time outdoor ministry within the Presbyterian Church (USA) in 1998.

Prior to joining the Camp Hanover team in 2012, Doug had served in a variety of leadership roles at Presbyterian summer camps and retreat centers in New Jersey, Maryland, Florida, and Arkansas. Doug has also employed his gifts and talents while working in Media Services at Princeton Theological Seminary in New Jersey, and as Director of Youth Ministry at Second Presbyterian Church in Little Rock, Arkansas. He has been an active member of the Presbyterian Church Camp and Conference Association (PCCCA) for 25 years and currently serves on the PCCCA Board as President-Elect.

In addition to his passion for "all things Camp," Doug is well known for his dough-tossing skills. The rumor is that this New Jersey native makes a pretty mean, homemade, from-scratch pizza that rivals any you'd find at your local pizzeria.



# Treasurer's Report

*John Andreasen*

The ACF Fiscal Year and Operating Fund runs from July to June. It covers revenues and expenses for monthly operations, as well as the annual conference. Salaries and benefits accounted for roughly 50% of the \$350,000 expense budget in 2021-2022. The conference took 25%, and related operational expenses claimed the remaining 25%. Following at least three years of significant deficits, we moved toward stability with the help of PPP loans that were later forgiven. Following a profitable conference in Milwaukee in 2022, and with assistance from our Designated Reserve Fund, we moved close to a balanced operational budget at the end of Fiscal Year 2022.

In what proved to be a challenging investment market year, we realized a drop of -14.7% in the net asset value of our Designated Reserve Fund. We waited until the end of the fiscal year to make a withdrawal of \$30,000, leaving a reserve balance of \$114,470. The asset allocation stands at 31.1% stocks and 68.9% bonds.

We also made a Board-authorized distribution of \$21,811 from our Endowment Fund, leaving a balance of \$328,799 on 12/31/22. A four-year overview of the Endowment Fund returns in net asset

values shows growth of 23.6% in 2019, 22.7% in 2020, 27.7% in 2021, and a loss of -24.2% in 2022. The asset allocation on 12/31/22 stood at 74.2% stocks and 25.8% bonds.

Expressed in Lutheran catechetical language, "What does this mean?," I share the following observations:

- The Operating Fund came close to standing on its own following the Milwaukee conference. With rising inflation and skyrocketing hotel costs, we have made major adjustments to control expenditures, reducing our budget from \$350,000 to \$260,000 for this current fiscal year.
- The Designated Reserve Fund served its purpose to pull us through a difficult period by supplementing operational revenues. This year, we will draw on the fund to cover one-time expenses related to legal costs with our name change, articles, and bylaws.
- The Endowment Fund suffered a setback but is positioned for future growth. Its annual distribution of 4-6% is determined by the Board of Directors.

The financial sustainability of ACF will be dependent on membership growth. The name change and decisions being made will enable growth in the overall Christian fundraising world. We are poised for a brighter future!

Respectfully yours,  
John Andreasen

# ACF Donors 2021-2022

*Showing inspiring  
generosity to grow our  
shared mission –  
THANK YOU!*



## ACF Cutting Edge Endowment Fund

Katherine Conrad  
Jon Dize  
Beth Nelson Chase  
Danielle Ward

## YACF

Jon Dize  
Emily Dubay  
Terrence Egan  
Matthew Leighty  
Karla Leitzman  
Jamie Lennon  
Dionne Lovstad-Jones  
Alice Mowbray

Beth Nelson Chase  
Michael Nevergall  
Douglas Page  
Nathan Pile  
Heidi Rixman  
Amy Scholz  
Danielle Ward  
Carlee Wood

## ACF Annual Fund

Fred and Candy Bleeke  
Laurie Brill - *in honor of the  
ALDE Board of Directors*  
Meredith Bruster  
Ellen Bushman  
Jeff & Robin Cherwinka  
Keith Christensen  
Diane Covert  
A. Carolyn Dauner  
Maureen Dickinson  
Jon Dize  
Roger Dow  
David Fuerst  
Brian Gavin  
Jason & Leslie Gerdes  
Gay Gonnerman  
Lori Graff  
Donald Hallberg  
Trish Haniszewski

Paul Hanson - *in honor of  
Laurie Brill*  
Kathy Haueisen - *in honor of  
Dr. Phyllis Wiederhoeft*  
John W. Havrilla - *in honor of  
Stephanie Wollenberg*  
Kristin Herrera  
Stephen Hitchcock  
Daniel Jenkins  
Michael Johnson  
Paula Kitt  
James Leistikow & Janice E.  
Nesse  
Jamie Lennon  
Tharan Leopold  
Jane Lottes  
Keith Lund  
Paul Marsh  
Dennis Meyer  
Donald Meyer

Bonnie Meyer  
Evan Moilan  
Brenda Moore  
David Mossner  
Alice Mowbray - *in memory  
of Jeremy Fuerst and Randy  
Patterson, and in honor of  
Bonnie and Dennis Meyer's  
generosity*  
Jon & Megan Nelson  
Teresa Nelson  
Beth Nelson Chase  
Michael Nevergall  
Stan Olson  
Tom Paris - *in honor of  
Laurie Brill*  
Nathan Pile  
Robert Polansky  
Dennis Remington  
Christine Safranek

Jonathan Schleicher  
Amy Scholz  
John Setzler  
Matt Sheffield  
Lori Solyom  
Andrew Steele  
Craig Stirtz  
Susan Troutman  
Tim Voss  
Clyde Walter  
Danielle Ward  
Ashley Wiehe  
Stephanie Wollenburg

*Donors listed in Carolina Blue  
are Sustaining Members – they  
give regular donations to these  
funds.*

