



P.O. Box 1364  
Stuart, FL 34995

[www.afptreasurecoast.org](http://www.afptreasurecoast.org)

**For Immediate Release:** March 31, 2010

**For more information contact:** Amy Christensen (772) 225-1961 ext. 110

## Give Generously, Give Wisely

STUART, FL.....March 31, 2010.....These days, non-profit charitable organizations are working overtime to pursue donor dollars in order to continue their missions, programs and community outreach activities. Today, donors have become more careful and discerning in their giving patterns. They want to be sure that their donations are used wisely and with good fiscal and ethical responsibility. How can you be sure that your gift is used judiciously?

An easy way for a donor to reach a comfort level in giving is to ask if the charity's fundraiser, development officer and/or executive director are members of the Association of Fundraising Professionals (AFP). This is an organization that works hard to advance philanthropy through advocacy, research education and certification programs. Ethical fundraising is a key mission of AFP as well as the very foundation of philanthropy. The Association of Fundraising Professionals fosters the highest ethical standards through its Code of Ethical Principles and Standards and provides enforcement of same.

"We're the only organization that enforces a code of ethics for fundraising and philanthropy," says Paulette V. Maehara, CFRE, CAE, president and CEO, AFP. "Unless we have teeth, the potential for abuse is great. We have enforced our code with sanctions, and we do expel members and take away their credentials and publish their names, much as they do in medicine or law. This makes fundraisers accountable to their organization and the profession, as well as to the public."

Locally, the AFP FL, Treasure Coast Chapter encompasses fundraising professionals from Martin and St. Lucie Counties. Beyond embracing the Code of Ethics, the local chapter provides its members educational opportunities through webinars, conferences and access to professional resources. Each November, the chapter hosts National Philanthropy Day to honor philanthropy within our community. To read the Code of Ethics and find out more about the Treasure Coast chapter of AFP, go to the website at: [www.afptreasurecoast.org](http://www.afptreasurecoast.org)

Area non-profits and charities need your support more than ever. We hope that you will give generously. We hope that you will give wisely.

### ABOUT AFP

The Association of Fundraising Professionals (AFP) represents over 30,000 members in 200+ chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. [www.afpnet.org](http://www.afpnet.org). Chartered in 1994, the Treasure Coast Chapter serves Martin and St Lucie Counties and represents approximately 50 non-profit organizations. Visit [www.afptreasurecoast.org](http://www.afptreasurecoast.org)