



INSIGHT
PHILANTHROPY
RESULTS

12th Annual Business Meeting

Tuesday, June 18, 2024
1 – 2 p.m. CT

Share Your Experience

Use hashtag #ApraBiz24



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Thank you to Our Year-Round Sponsors!











Apra 2023-2024

President



Rodger Devine

President

Assistant Vice President
Advancement Operations
Pomona College



WELCOME!

**Thank you to all of our volunteers for
your many contributions to Apra!**

Apra 2023-2024



Board of Directors: Executive Committee



Rodger Devine
President

Assistant Vice President,
Advancement Operations
Pomona College
Los Angeles, CA



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Managing Director,
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New York, NY



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Immediate Past President

Executive Director, Prospect Management & Research
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Davis, CA



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& Prospect Management
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Robin Rone
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Executive Director
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Chicago, IL

Apra 2023-2024

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Identification of the Missing
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Assistant Director, Prospect Development
City of Hope
Topeka, KS



Catherine Flaatten, CFRE, MPH
Associate Vice President of
Prospect Development
BWF
Carol Stream, IL



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Senior Director of Prospect Development
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Priya Kanji
Prospect Research Analyst
University of Auckland
Auckland



Sharise Harrison
Assistant Vice President,
Advancement Services and Prospect Management
Sacramento State University
San Jose, CA



Jason Roesler
Chief Operating Officer
C1 Wealth Management
Pullman, WA

2022-2025 Strategic Plan Pillars



Apra is the premier organization for professionals who strategically harness information and data to drive fundraising for Philanthropic institutions.



 **Ethical Data Usage**

 **Strategic Communications**

 **Membership and Member Benefits**

 **Strategic Partnerships**

 **Diversity, Equity, Inclusion,
Belonging, Justice and Access
(DEIBJA)**

 **Apra Chapters**

2024-2025 Volunteer Interest Survey

- 2023-24 committee structure changes
- Additional micro-volunteer opportunities
- Interest survey open until June 20



SEATTLE CONVENTION CENTER

08.20 – 08.23

UNLOCK THE FUTURE

SEATTLE, WA



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PD24



EARLY BIRD
ENDS JUNE 28

apra

PD24

KEYNOTE SPEAKER



Lisa Greer

Philanthropist
Non-Profit Advisor
Convener
Author

*Humanity in Fundraising:
Revolutionizing Donor Engagement*



Tuesday, August 20 | 8:30 a.m. – 4 p.m. PT

What Will You Learn?

- Practical skills and knowledge to be applied immediately in prospect development work.
- The critical role prospect development plays in the fundraising process.
- How rewarding and FUN it is to work in the field of prospect development!
- Attendees will also have multiple opportunities to share experiences with other colleagues new to the field, begin to build a network of professional contacts and acquire materials that will help to improve their work.

SEATTLE, WA



AUGUST 20, 2024

Tuesday, August 20 | 8:30 a.m. – 4 p.m. PT

Fundraising analytics, prospect development, and development professionals seeking to better integrate data science into their work. We particularly welcome early-career and growing fundraising analytics professionals to join us.

Sessions will cover the following themes:

- Fundraising analytics fundamentals
- Data science ethics for fundraising
- Change management, strategy and implementation for fundraising analytics
- Data visualization and dashboards
- Advanced data science techniques, such as machine learning/AI for fundraising
- And more!

PD COUNSELOR PROGRAM

First Time attendees are encouraged to:

- *Join the online community*
- *Explore the conference app*
- *Attend the virtual kick-off on July 25th – details coming soon!*

Visit the website to learn more!



PD 2024 SPONSORS



PROSPECT DEVELOPMENT 2024



PD24



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YEAR IN REVIEW

Chapter Highlights

- Hosted 4-part Chapter Share the Knowledge series
- Planning first in-person Chapter Summit at PD Conference in 5+ years
- Conducted Chapter Survey

2024

SALARY SURVEY



apra

- More than 700 people participated
- Anticipated to publish in early August
- Full report complimentary for Professional Members

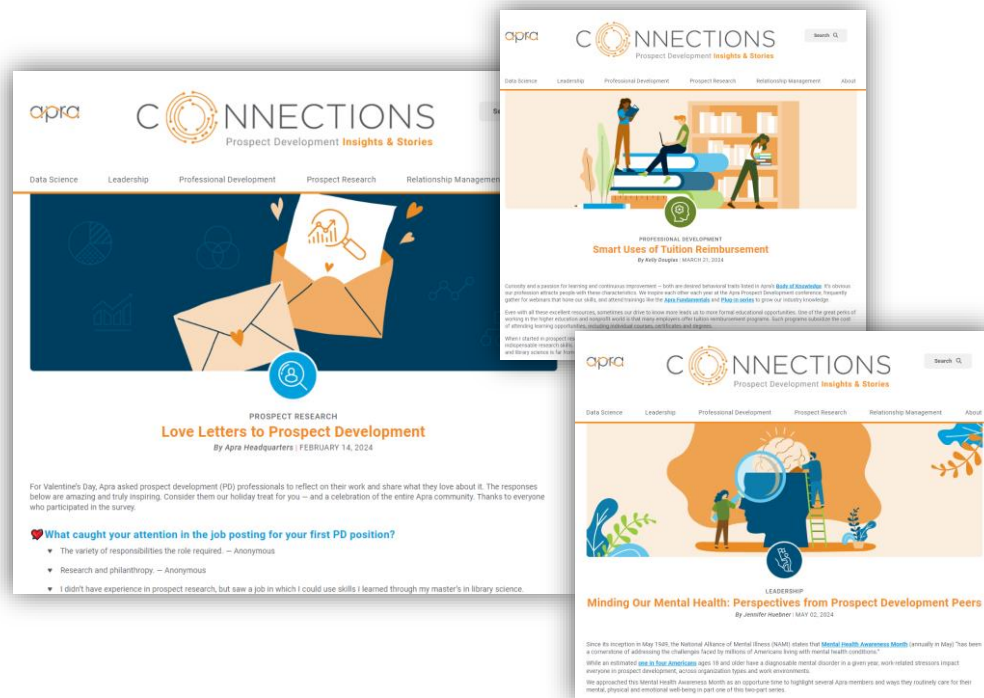
Education Highlights

- High registration and attendance for Apra webinars in 2024
- More than 490 registered for Feb. 28 webinar focusing on Small Shops

Content Highlights



- "Love Letters to Prospect Development" article published in February
- Exploration of unique uses of tuition reimbursement programs
- Member poll on managing well-being across different work environments sparked a two-part series and webinar



Past Education



Upcoming Education

- The Plug-In event scheduled for November 6th & 7th will focus on Due Diligence



Apra 2023 – 2024

Treasurer



Sarah Daly

Treasurer

Director of Prospect Development
Southern Methodist University



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MEMBERSHIP UPDATE

2024 Membership Count

2,164 Active Apra Members

- Includes 134 organizational memberships

Represented across 9 Countries

- Australia
- Canada
- Great Britain (UK)
- Lebanon
- Mexico
- New Zealand
- Singapore
- Switzerland
- United States – 49 of the 50 States

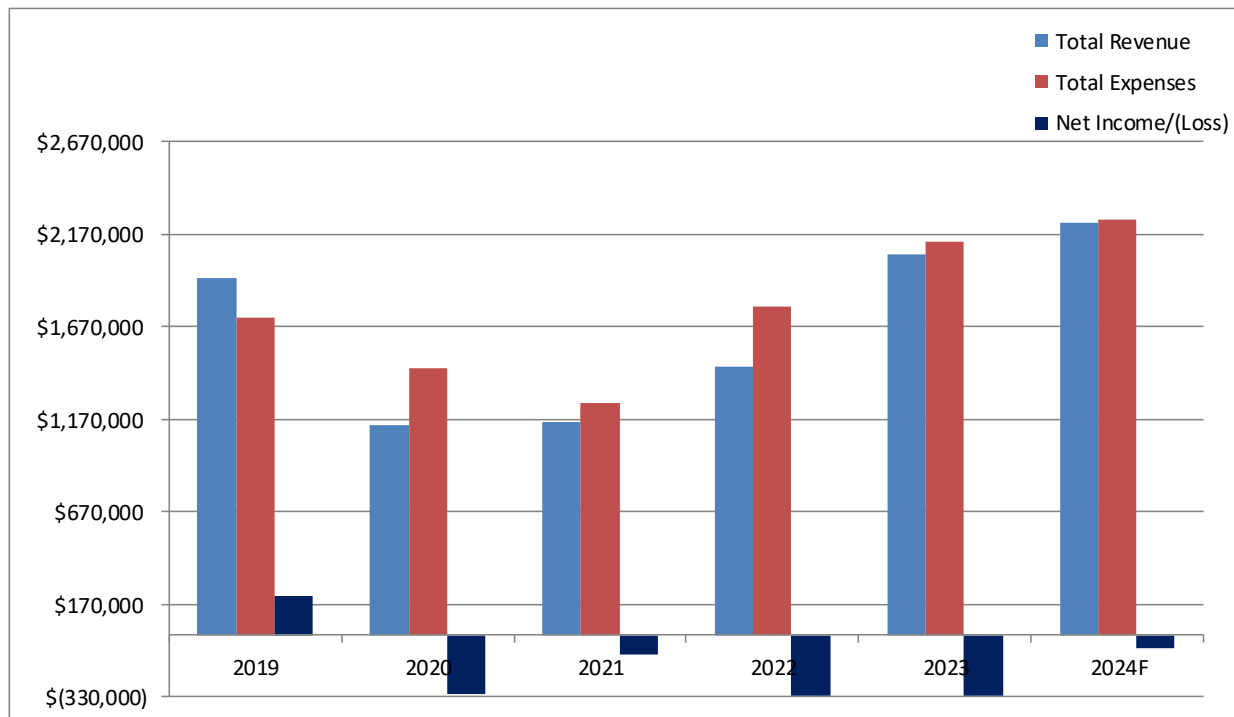
FINANCIAL UPDATE

Financial Update

- Executive Committee meets regularly to review financial statements and make decisions
- Complex budget process determines scope of work and costs for each year
- Annual audits conducted by external firm

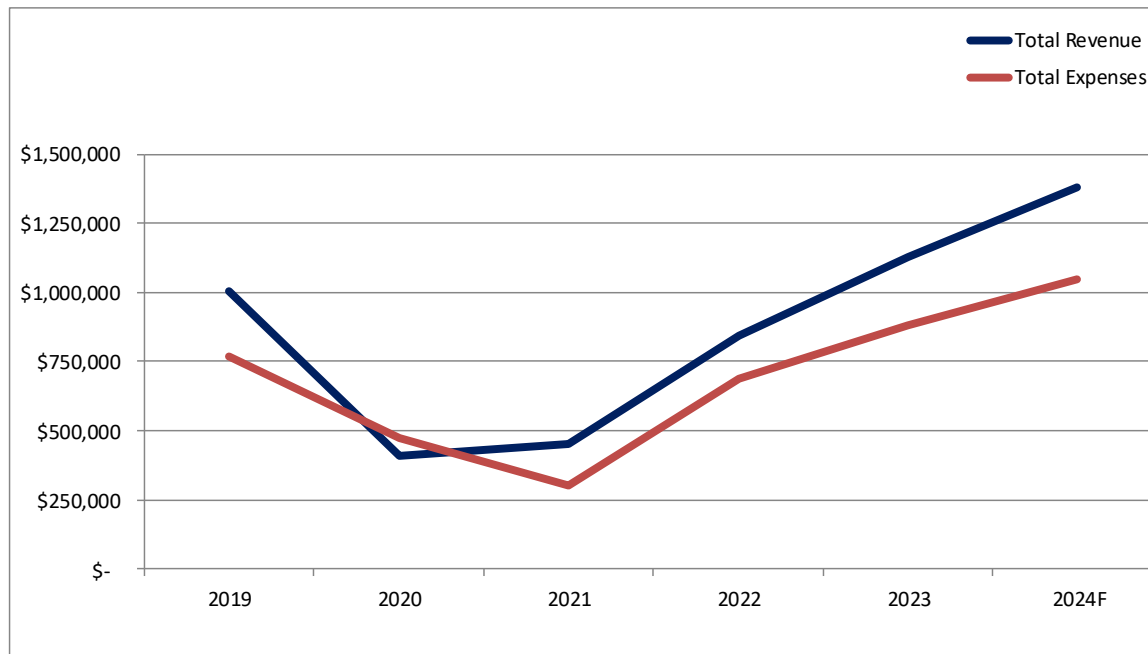
Financial Update

Revenue, Expense, Net Income



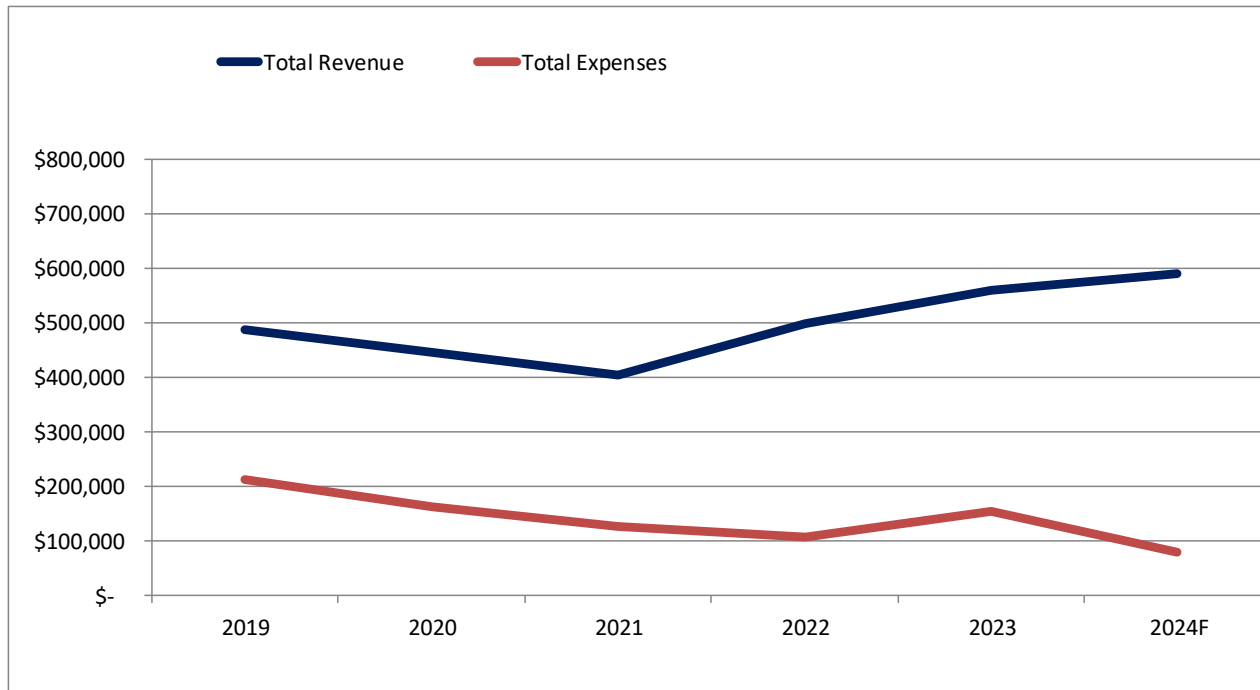
Financial Update

PD Conference Revenue & Expenses



Financial Update

Membership Revenue & Expenses Trends





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APRA FOUNDATION

Apra Foundation 2023-2024

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Los Angeles, CA



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Dallas, TX



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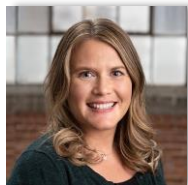
Catherine Flaatten, CFRE, MPH
Associate Vice President
of Prospect Development, BWF
Carol Stream, IL



Milagro Lobato
Director of Prospect
Development,
Medical Philanthropy
Virginia Commonwealth
University
Richmond, VA



Brittani Williams, MBA
Manager, Development Research
and Operations
Houston Zoo
Houston, TX



Stephanie Brouwer
Senior Manager of Prospect Development
Creative Fundraising Advisors
Three Rivers, MI

Apra Foundation



- \$300 Apra credit toward a live educational event or Apra University product
- 37 grants have been awarded to date
- Successful Prospect Development Pride Month campaign



CELEBRATING



10 years



- Successfully reached the \$2,500 match goal during the 10th anniversary celebration
- Monthly giving option introduced for year-round support

Apra 2023-2024

President-Elect



Anne Brownlee

President-Elect

Managing Director, Prospect
Strategy & Research
Teach for America



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AWARD WINNERS

Scholarship Award

Funded by the Apra Foundation



Elizabeth Mills

Associate Director of Prospect Management
and Research
Oglethorpe University

Margaret Fuhry Award

Funded by the Apra Foundation



Selene Hur

Manager, Prospect Development and
Research

YMCA of Greater Toronto

Professional of the Year Award



Sponsored by **Kindsight**

iWAVE +  UCINNOVATION + ngs



Edwina Kenrick

Associate Director, Prospect Research &
Management

University of Melbourne

Distinguished Service Award

Funded by the Apra Foundation



Kathryn Thomas

Associate Director, Prospect Development
City of Hope



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CONGRATULATIONS!



Thank you to our Award Sponsor!



Kindsight

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Apra Visionary Award



Karen Isble

Vice President, College
Advancement

Kalamazoo College



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2024 – 2025 APRA BOARD OF DIRECTORS

Apra 2024 – 2025

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& Research
Teach for America
New York, NY



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San Jose, California



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Three Rivers, MI



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Director of Prosect Development
Willamette University
Salem, Oregon



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Carol Stream, IL



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Texas Christian University
Fort Worth, TX



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Prospect Research Analyst
University of Auckland
Auckland



Juli Nguyen
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Los Angeles, California



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Topeka, KS



Brittani Williams
Director, Development Operations
and Prospect Development
Houston Zoo
Houston, TX



Lauren Woodring
Director of Prospect Research
and Management
Philadelphia Museum of Art
Philadelphia, PA

Outgoing Board Members



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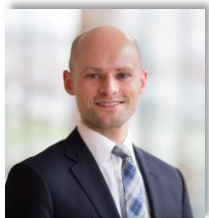
Incoming Board Members



Stephanie Brouwer
Senior Manager of Prospect Development
Creative Fundraising Advisors
Three Rivers, MI



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Director, Development Operations
and Prospect Development
Houston Zoo
Houston, Texas



Jon Garrow
Director of Prosect Development
Willamette University
Salem, Oregon



Lauren Woodring
Director of Prospect Research
and Management
Philadelphia Museum of Art
Philadelphia, Pennsylvania



Juli Nguyen
Executive Director of Strategy and Administration
University of Southern California
Los Angeles, California

APRA STAFF

Apra Staff



Membership & Operations



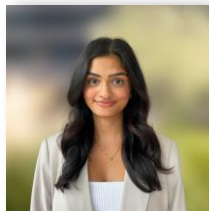
Robin Rone
Executive Director



Jen Cooper
Manager



Julie Cinatl
Coordinator



Pooja Patel
Senior Associate



Rita Tesfai
Associate

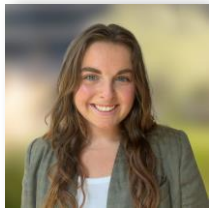
Marketing & Communications



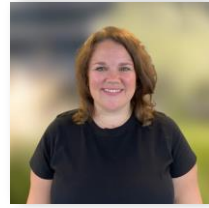
Taylor Marks
Manager



Kara Kelly
Coordinator



Brittany Kummerer
Senior Associate



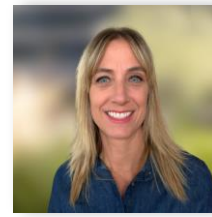
Kristin Frankiewicz
Manager

Content

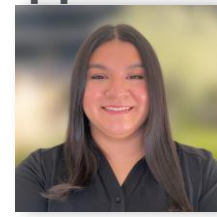


Bethany Larranaga
Coordinator

Financial Support



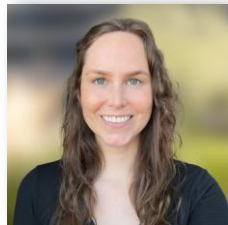
Alexia Malamis
Senior Manager



Angela Garcia
Client Accountant

Apra Staff

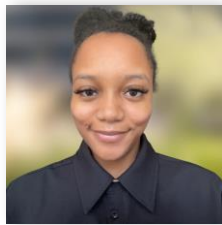
Conference & Trade Show Services



Amanda Kurtz
Manager
Events



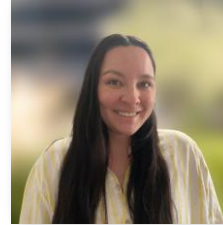
Anna Brooks
Senior Associate
Events



MiAnna Johnson
Coordinator
Events



Maribell Abeja-DeVitto
Coordinator
Exhibits & Sponsorship

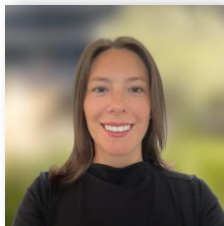


Katie Steingrabe
Coordinator
Registration

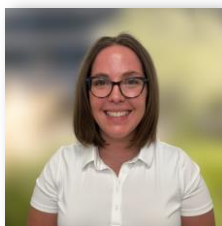
Education & Programming



Lindsey Sullivan
Senior Manager



Renee Riedel
Manager



Jill Barr
Coordinator



Benjamin Borucki
Coordinator

QUESTIONS?



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