



The Value of Sharing

by Heather Tanfani, CMP

Sharing: part•ner, noun: one that shares

The holiday season brings a strong reminder to celebrate by sharing and giving to others without wanting something in return. While a strong philanthropic program is important, many nonprofit organizations are also turning to other methods to attract support in order to balance their budgets.

A successful example of an alternative income method is found in our chapter's National Philanthropy Day. In 2010, a new partnership was created with Celebrated Chefs, a unique dining program that supports the work of hundreds of nonprofit organizations in Seattle, San Francisco, Chicago and Washington, DC. AFP-GGC is now a benefiting nonprofit with this innovative organization.

Over 215 chapter members registered for free and received the Celebrated Chefs cookbook, which features a signature recipe from each participating restaurant. When these members dine at one of the Celebrated Chefs' participating restaurants, and pay with their registered credit card, 5% of the bill is automatically contributed to AFP-GGC.

Beyond the revenue, Celebrated Chef creates a true community alliance in which everyone wins: organizations raise much needed funds and local restaurants attract new customers and build loyalty.

To learn more about Celebrated Chefs, to enroll or to find out how easy it is for nonprofit organizations to participate, please visit www.celebratedchefs.com, or contact Lauren Lozano: llozano@celebratedchefs.com.



If, on the other hand, you are interested in partnering with NPD 2011, please contact NPD Co-chairs Andrew Kaufteil, Senior Director, Alumni Association, University of California, San Francisco, at akaufteil@support.ucsf.edu or David Madson, Senior Development Officer, California Pacific Medical Center Foundation, at madson@sutterhealth.org.

Heather Tanfani, CMP, is President of events! She may be contacted at ht@eventswebpage.com

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