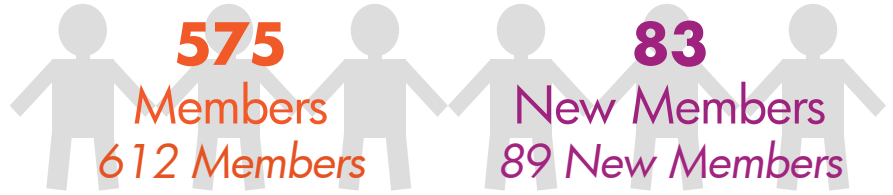




Annual Report 2019-2020

2018-2019 Figures in Italics

Forging a Path Forward ... Together!



229 Las Vegas
IGNITE Attendees
*255 North Texas
Attendees*

36
Scholarships Awarded
44 Scholarships

36% of Members
Attending
38% Attending

3.90/5
Conference Rating
4.25/5 Rating

4.12/5
Educational Value
4.32/5 Educational Value



1979
Year Founded

17
Executive Search
Job Postings
35 Postings



13
Chapter Events
*keeping you connected –
first in person, then virtually*

\$451,793
in Net Assets
*\$483,440
in Net Assets*



50+
COVID-19
Resources
Shared

\$40,030
Given to Annual Fund
\$ 43,788 Given

171
Annual Fund Donors
185 Donors

\$234.09
Average Gift Amount
\$236.69 Average Gift

22 Sustainers
25 Sustainers



\$942
Given to Endowment Fund
\$1,655 Given

\$1,345
Given to YALDE
\$3,929 Given



68
CFREs

16
CFRE Study Days
Attendees
18 Attendees in 2018



Letter From the President

Christine M. Zrinsky

As we prepare for our Annual Meeting, we will miss the fellowship of being together in person. Nearly everything for more than a year has been virtual, and I sorely missed gathering at IGNITE to learn with and from each other this February.

It seems that everything in our world is harder than it used to be – and than it will be again. Everything takes longer than we would like, and this applies to ALDE, as well. Please know that your ALDE Board has been working hard to stabilize our association and to continue to support you as you spark generosity for your organization's mission. Pre-pandemic, we anticipated we would have completed our planning, launched our new membership model, and created compelling and excellent educational sessions at this year's IGNITE. Instead, we will be sharing exciting news about our status as an association and our stronger future at the Annual Meeting in May.

We are exploring creative ways to engage more Christian fundraisers in ALDE and to become THE faith-based resource for fundraisers. We have a proud Lutheran

history and tradition, which is centered in service and vocation, and this will enable us to share our commitment to our faith with a broader base of professionals. We are excited about how this will enrich our association and enable us to engage with Christians who yearn for fellowship in addition to educational excellence.

Through all the uncertainty and changes, we have focused on how to be the best and strongest resource for our members. We know many of you have struggled during the past year, personally and professionally, and we are filled with hope inspired by Christ's resurrection that assures us He is leading and guiding all of us. ALDE is in very good hands with the leadership of Executive Director Laurie Brill and incoming President David Fuerst.

It has been a great honor to lead ALDE's Board during these unimaginable times. I thank you for your commitment to our vocation, and I appreciate your patience as we worked to move the association forward despite sometimes daunting obstacles. I believe the future is very bright, and I look forward to working with you in the future and to seeing you in Milwaukee next year.

Christine M. Zrinsky

Senior Vice President of Development & Government Relations, Lincoln Park Zoo
Chicago, Illinois



Message From the Executive Director

Laurie Brill

The intense challenges associated with navigating the pandemic over the last 15 months have presented unique opportunities. Embracing change is not easy, yet that is precisely what the ALDE Board has done. After surveying the ALDE membership regarding an in-person event, we quickly realized that the next opportunity to convene together would be shifted to 2022. At first, there was a sense of significant loss and disappointment – the mountaintop experience would have to be postponed.

ALDE partnered with Bentz Whaley Flessner to expand the Compensation Study to a comprehensive All Member Survey. I am grateful for the detailed work and report prepared by Carole Arwidson and Kelsey Crouch-Dodson of BWF. Those results revealed feedback propelling a focus on brand/identity, member needs, fellowship, educational excellence, creative expansion of our network, mentoring, and financial stability. The ALDE Board began meeting monthly, the Executive Committee met monthly, and all Board members participated in task forces that yielded a clear direction for the next year. The ALDE Board did not pause. Rather, they began to reimagine the organization that they so deeply cherish.

The strategic planning process began in November of 2019, and Brian Becker was instrumental in facilitating an effective launch for the ALDE Board. In late spring of 2020, that process evolved into a strategic choices endeavor, and I'm deeply grateful for Brenda Moore's expertise as the Board moved in that direction. The dedicated work of ALDE volunteers and their passion for ALDE's mission unleashed an array of creative ways to remain connected. Member survey presentations; town halls; happy hour socials and YALDE gatherings; webinars; and Zoom meetings of past presidents, past conference chairs, and previous Virgil Anderson Award recipients began to more clearly inform and empower the ALDE Board.

The Finance Committee began to meet monthly to explore access to financial support during the pandemic. I'm pleased to report that we applied for and received two rounds of PPP funding, which resulted in approximately \$80,000 total of financial support. Thank you for your gifts to the ALDE Annual Fund and ALDE Endowment Fund. I commend those of you who had the wisdom and foresight to establish, promote, and lead the ALDE Endowment initiative in 1999. We have experienced significant gains in the market this year.

During my third month as Executive Director, I shifted our webinar platform to Zoom. I never realized that in addition to a more reliable and clear conferencing tool, Zoom would present such a unique opportunity for me to get to know our members. We

will continue to build out programming to connect and share utilizing Zoom in the months ahead. ALDE's committee meetings are much more engaging and alive via Zoom. During this period of isolation and remote work, we could still see one another; share highs and lows; and explore collaborative ideas that will enable ALDE to thrive.

During the last nine months, the Board has consistently received encouragement from members to be bold, develop an affinity group strategy, explore new partnerships, take risks, and solidify ALDE's brand promise. A new simplified membership model is now in place. Plans are underway for IGNITE: Milwaukee 2022, and registration will open in early June. I look forward to seeing your faces again, even if it is only the upper half!

In early May, 15 of our Board/Committee members and volunteers (including Brian Becker and Brenda Moore) participated in a Creative Sprint, led by Alan Clayton and Tina Hudgins of Philanthropy & Fundraising North America. A focus on identity/mission/expansion resulted in a much clearer and welcoming direction for ALDE's future. The Board will be sharing more details during the Annual Meeting.

It continues to be a privilege to serve you. I read this verse last year (Isaiah 43: 18-19) during our Annual Meeting, and I have continued to reflect upon it throughout the pandemic. It is even more poignant now: "Remember not the former things; nor consider the things of old. Behold, I am doing a new thing; Now, it springs forth. I will make a way in the wilderness with streams in the desert." God is leading ALDE and opening doors to a brighter future. I am deeply thankful for the Board's wild hope and steadfast commitment to ALDE's collective impact.

Laurie Brill

Executive Director, ALDE
Ormond Beach, Florida



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



Up Close

with ALDE
Board Candidates

David Fuerst

For President

David Fuerst is Associate Vice President for External Relations and Engagement with Lutheran World Relief and Corus International in St. Paul, Minnesota. He has been with Corus International for 11 years and part of ALDE for over two decades. He also served several Lutheran ministries in Nebraska.

David has a bachelor's degree in human and social services administration from Bellevue University. He has held volunteer positions within ALDE at the chapter and international levels, as well as leadership roles in synod stewardship and campus ministry. He belongs to St. James Lutheran Church, Burnsville, Minnesota.



Michael Nevergall, CFRE

For President-Elect

Michael Nevergall, CFRE, is a Gift Planner for Gustavus Adolphus College in Saint Peter, Minnesota. Mike has been an active ALDE member since 2010 and has previously served on the Resource Team and the Conference Curriculum Committee. He was the 2016 honoree of the ALDE Jay Bleeke Young Professional Award. Mike earned a B.S. in business administration at Valparaiso University and a master's in nonprofit administration at North Park University. He was initially certified as a CFRE in 2016. Prior to joining the team at Gustavus, Mike worked at Upbring (formerly Lutheran Social Services of the South) and at the ELCA Churchwide Organization. Mike lives in Minneapolis with his wife, Rachel, and their three young children, and they are members of Holy Trinity Lutheran Church. In his free time, Mike is an avid reader; serves on a variety of boards and committees; enjoys training for and competing in endurance races; and loves visiting local breweries.



Susan Troutman

For Treasurer

Susan Troutman is retired and left full-time work in 2016 from NovusWay Ministries in Arden, North Carolina, where she served on executive staff for 16 years as the Chief Financial Officer and COO. NovusWay Ministries is an ELCA four-site outdoor ministry with locations in North Carolina, Georgia, and Florida. Susan currently serves on a part-time basis as Development Director for Lutheran Homes of SC Foundation and spends time with her parents, helping them navigate the needs of transitioning to the later stages of life. She currently serves on the Board



for the ELCA Mission Investment Fund as the outgoing Chair, and has completed one year on the ALDE Board. Susan has been a member of ALDE since 2014.

Bonnie Meyer, CFRE

For Member-At-Large

Bonnie Meyer, CFRE, is Principal and Chief Creative Officer at Meyer Partners, LLC. She specializes in multichannel approaches to acquiring and retaining donors, developing long-term donor loyalty and value for a wide range of nonprofit organizations. Her expertise encompasses strategic planning, creative direction, copywriting, and analytics. She is a frequent speaker on topics such as



storytelling and best practices in direct response fundraising.

In addition to ALDE, Bonnie is actively engaged with The Nonprofit Alliance (TNPA), the Catholic Development Council of TNPA, the Association of Direct Response Fundraising Counsel, and the Association of Fundraising Professionals.

A graduate of Geneva College in Pennsylvania, Bonnie currently serves as a Director on the Foundation Board of Concordia University, Nebraska. Her favorite moments are time spent with family and friends. She also enjoys traveling, reading, and limited doses of gardening.

Brenda Moore, CFRE

For Member-At-Large

Brenda Moore, CFRE, has spent her 38-year career working at the intersection of faith and philanthropy. As a coach and online educator, she is dedicated to developing the fundraising competence and confidence of ministry leaders everywhere. She will bring that same conviction to the ALDE Board and the Christian development professionals ALDE serves.

Prior to fulfilling her dream to be an entrepreneur, Brenda served as Vice President for Advancement at Gustavus Adolphus College; Director of Development at Concordia College in Moorhead, Minnesota; Gift Planner for the ELCA Foundation; and as Director of Development at several small ministry organizations. She earned a master's in management in nonprofit administration from the J.L. Kellogg School at Northwestern University, Evanston, Illinois, and a B.A. from Concordia College, Moorhead, Minnesota.

Brenda has been an active member of ALDE since 1986. She has served as Conference Chair (1992) and Board President (1997-1999). She is the recipient of the ALDE President's Award (1996) and Virgil Anderson Award (2004). She has continuously maintained her CFRE credential since 1993 and was a founding Board Member of CFRE International (2001-2005).

Brenda lives and works from her home in Carver, Minnesota, with husband Scott, their two teenage daughters, and a spoiled COVID Aussiedoodle named Charlie. She satisfies her music avocation in her congregation, Mount Olivet Lutheran Church, and gratefully stewards the legacy of her family's farm in Fisher, Minnesota.



Christine Safranek

For Member-At-Large

Christine Safranek is Director of Development at St. Marcus Lutheran School in Milwaukee, Wisconsin. She has served St. Marcus since 2003.

Christine has been a member, and champion, of ALDE for 16 years. The first thing she did when she began working in development was attend the ALDE International Educational Conference, and now always brings her entire team to the event.

Christine currently serves as Hospitality Chair for IGNITE: Milwaukee 2022. She also is a member of AFP and is a trained Registered Nurse.

She writes: "I get to see the hand of God at work, and watch His plans unfold often in surprising – 'take your breath away' ways. I have the privilege of helping others to grow bigger hearts and through this process, experiencing the joy of giving. I get to share the St. Marcus story 24/7 and am blessed to work with an array of incredibly generous people."



Stephanie Wollenburg

For Member-At-Large

Stephanie Wollenburg is the Director of Development at Long Island Lutheran Middle & High School in Brookville, New York. She has served Long Island Lutheran for nearly six years. Previously, she worked at Lutheran Social Services of New York and the Childhood Domestic Violence Association.

Stephanie attained a Master of Public Affairs in nonprofit management from the University of Missouri. As an eight year member of ALDE, she has been President of the Big East Chapter. She also is a member of AFP.

Stephanie belongs to Trinity Lutheran Long Island City, and at a previous church was on the Board of Youth and a confirmation teacher.



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

ALDE Donors 2019-2020

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



ALDE Cutting Edge Endowment Fund

Conor Brooks
Martha Dahlke
Jon Dize
Beth Nelson Chase
Danielle Ward

YALDE

Ellen Draeger Cattadoris
David Friesen
Jason and Leslie Gerdes
Christopher Kind
Bethany Krepela
Jamie Lennon
Jane Lottes
Mike Nevergall

Doug Page
Rhonda Palmersheim
Daniel Ross-Jones
Jennifer Thomas
Mark Versen
Danielle Ward
Carlee Wood

ALDE Annual Fund

John Andreasen
Molly Arnoldt
David Assmus
Gwen Axelson
Henryk Behnke
Martin Bimler
Laurie Brill
Conor Brooks
Tom Buck
Ellen Bushman
Sarah Callahan
Jeff and Robin Cherwinka
Keith Christensen
Katherine Conrad
John Corkran
Diane Covert
Martha Dahlke
Carolyn Dauner
Jon Dize
Lenora Doerfler
Lorraine Dorrough - *in honor of Amy Scholz*
Roger Dow
Ellen Draeger Cattadoris
Johnnie Driessner
Lisa Dubay
Terry and Jen Egan
Dean Ehrenheim
George Engdahl
Richard Engdahl
Donald Engel
Paul Erbes
Marta Erling-Spangler
Margie Fiedler
Richard Finch
Michael Fischer
Michael Flynn
David Friesen
David Fuerst
Brian Gavin

Steve Gedwillo
Jason and Leslie Gerdes
Brienne Gerzevske
Gay Gonnerman
Lori Graff
Susan Greeley
Eric Gutberlet
Tina Hamilton
Trish Haniszewski
Kathy Hansen
Luke Hanson
John Havrilla
Mark Hill
Stephen Hitchcock
Leonard Hoffmann
Mark Hofman
Jeanette Hrovatic
Tony Hunt
Eron Jacobson
Daniel Jenkins
Sandra Jenkins
Charlotte John-Gomez
Michael Johnson
Thomas Jolivet
David Kahle
Shelly Karolus
Charlie Kiersch
Christopher Kind
Maurice King, Sr.
Quinton Klabon
Karla Koehler
Alan Koepke
Bethany Krepela
William Lapp
James Leistikow
Jamie Lennon
Tharan Leopold
Jane Lottes
Jeanie Lovell
Keith Lund

Sharon Magnuson
Susan Medina
Philip Meinzen
Bonnie Meyer
Dennis Meyer
Donald Meyer
Glenn Miller
Todd Mills
Evan Moilan - *in memory of Gene Meyer*
Brenda Moore
Brian Mortenson
David Mossner
Alice Mowbray
Jon and Megan Nelson - *in memory of Roger Alphonse Nelson*
Teresa Nelson
Beth Nelson Chase
Mike Nevergall
Stan Olson
Doug Page
Robin Paris
Joan Pearson
Keith Pearson
Robert Polansky
Christine Post-Duncan
Jeff Quinto
Ashley Rains
Dennis Remington
Jim and Stephanie
Rindelaub
Sara Roemer
Daniel Ross-Jones
Richard Rouse
Christine Safranek
Jonathan Schleicher
Cynthia Schmidt
Richard Schmidt
Amy Scholz - *in honor of ALDE Board Members*

Katie Schroeder
John Setzler
Matt Sheffield
Shane Smithson
Lori Solyom
Ann Sponberg Peterson
Hans Springer
Michelle Steiner - *in honor of Paula Kadel*
Craig Stirtz
Sueelyn Swiggum
Jon Thomas
Chandra Thurman - *in honor of Richard Thurman*
Susan Troutman
James Uden
James Unglaube
Mark Van Scharrel
Mark Versen
Clyde Walter
Danielle Ward
Mike Ward
Catherine Werner
Jeff and Ashley Wiehe - *in memory of Charlotte Wiehe*
Eric Wilkie
Elliott Williams
Stephanie Wollenburg
Katharine Yarnell
Janet Zinke
Christine Zrinsky - *in honor of the ALDE Board*

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

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

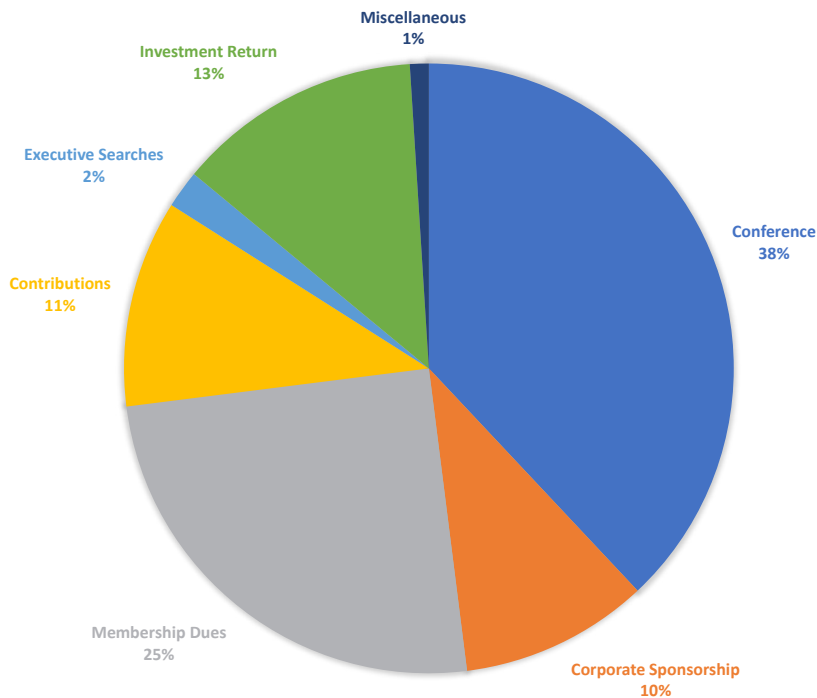
Treasurer's Report

Christine Post-Duncan, CFRE

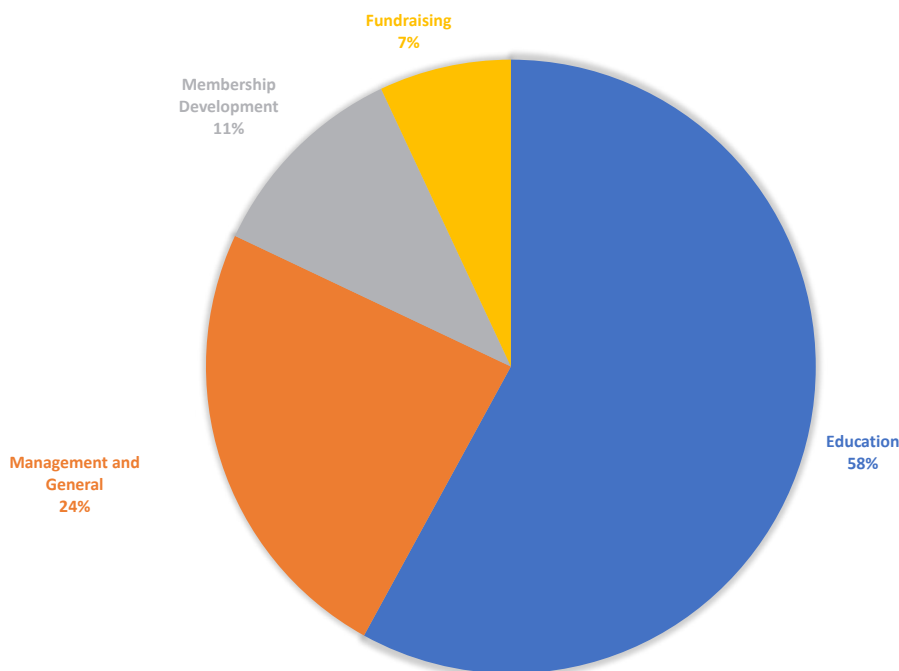


ALDE ended fiscal year 2019-2020 with a decrease in net assets of \$33,417. The organization had total net assets of \$451,793, with \$114,707 without donor restrictions, and \$337,086 with restrictions, including chapter funds.

In May of 2020, ALDE was able to secure a PPP loan for \$39,200. That loan was still outstanding as of the end of the 2019-2020 fiscal year, but has since been forgiven. ALDE was able to secure a second PPP loan in January 2021. This will be reflected in the current year's fiscal report.



Total Revenue
\$365,701



Total Expenses
\$399,116