



# You're Invited!

## July 2021 Virtual Speaker Program

### Latest Trends in Charitable Giving: Giving USA 2021 – The Annual Report on Philanthropy

This past year has been like no other. The events of 2020 will forever change the social sector and philanthropy. During this program, The Alford Group will present the recently-released Giving USA report looking back at 2020 giving, which will inform our look forward. How has COVID-19 impacted giving? Are funders changing priorities based on current events? We will discuss these questions and more during our time together.

**Key takeaways** from this session include: 1) An understanding of the data and trends around giving in America in 2020; 2) Information on how COVID-19 impacted giving last year; 3) Ideas and tips for how to apply this research to your organization's strategy and approach for working with donors and clients.

**About the Giving USA Report:** First published in 1956, Giving USA: The Annual Report on Philanthropy is the longest running, most comprehensive report on philanthropy in the United States. It is researched and written by the Indiana University Lilly Family School of Philanthropy. The Giving USA 2021 report was released mid June by The Giving Institute. The Alford Group is a longtime supporter of Giving USA and member of The Giving Institute.

#### Program Details

**Tuesday, July 27, 2021 | 11:45 AM – 1:00 PM**

**ZOOM. RSVP: [inquiries@pgnv.org](mailto:inquiries@pgnv.org)**

Cost is free to PGRT & AFP members; \$15 for all other participants. Continuing education credits available for CPAs, CFPs, and lawyers.

PGRT is a local council of the National Association of Charitable Gift Planners. [Learn more at pgnv.org](http://pgnv.org)



#### Program Speaker

**Karen Rotko-Wynn, CFRE**  
**Chief Business Enterprise Officer,**  
**The Alford Group**

Karen brings more than 30 years of experience to her work with The Alford Group, where she helps organizations build their philanthropic capacity and trains board members and staff on their roles in that process. She also leads organizations through the cultivation and solicitation process resulting in successful leadership giving campaigns. Karen has worked with more than 50 nonprofit organizations, offering expertise on major gifts, organizational development, feasibility studies and capital campaigns.

Karen has served as Chair of the Association of Fundraising Professionals (AFP) U.S. Foundation for Philanthropy Board and is a member and past president of the AFP Advancement Northwest Board. She is a nationally sought-after speaker on major gift development, capital campaign preparation and strategies, board engagement and building a culture of philanthropy. She teaches the fundraising curriculum at the University of Washington certificate program in not-for-profit management.

Prior to joining The Alford Group, Karen served as director of development and capital campaign at the Seattle Symphony for five years and led the completion of the \$159 million campaign to build Benaroya Hall.

Karen is a member of the Fundraising Management Advisory Board for the University of Washington and is an alum of the 1993 class of Leadership Tomorrow.