



**FOR IMMEDIATE RELEASE**

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**Silicon Valley Philanthropy Day Marks 30<sup>th</sup> Year  
Association of Fundraising Professionals, Silicon Valley Chapter  
to Honor Donors and Doers**

Thursday, November 16, 2017, 11:00 a.m. - 1:30 p.m.  
Santa Clara Convention Center, Mission City Ballroom

**San Jose, CA** (September 12, 2017) - The opportunity to recognize the contribution of donors—of both time and money—began when President Ronald Reagan signed a proclamation officially recognizing November 15, 1986, as National Philanthropy Day® (NPD). Since then, the day has been recognized by numerous state, county and local governments across North America.

Philanthropy in Greek means “the love of humankind.” National Philanthropy Day® is the day that thousands of people around the world come together to recognize the positive changes that this love—through philanthropy—has brought to our society.

As they have for 30 years, the Association of Fundraising Professionals Silicon Valley Chapter (AFPSVC) will produce the annual Silicon Valley Philanthropy Day Awards Luncheon on Thursday, November 16, 2017, at the Santa Clara Convention Center to recognize excellence in local philanthropy. This is the Chapter’s largest fundraiser, a regional event attended by over 650 professional fundraisers, community leaders, philanthropists, volunteers and corporate sponsors.

“Silicon Valley Philanthropy Day is a chance to increase public awareness of the importance of philanthropy in Silicon Valley while recognizing the outstanding donors who generously give countless hours of their time and dollars to support the numerous nonprofit and educational institutions in our area,” said **Celia Moreton, Association of Fundraising Professionals Silicon Valley Chapter 2017 President**. “Our AFPSV Chapter is dedicated to ensuring that our members have the skills, knowledge and resources they need to do their job, so they are able to guide donors and volunteers to make effective change.”

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**Silicon Valley Chapter**

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Nominations were reviewed by a volunteer panel of professional fundraisers and local community and business leaders before selecting the outstanding honorees to be recognized at the November 16, 2017, luncheon. The Class of 2017 exemplifies the best in Silicon Valley giving. The honorees chosen for this year are listed below. ([A comprehensive list is attached.](#))

**Silicon Valley Community Fund Outstanding Philanthropist**

**Maria and Wim Roelandts** (Los Altos Hills), nominated by San Jose State University (San Jose) for demonstrating a Silicon Valley spirit that balances innovation with compassion to a wide range of local, regional and national causes, from education and healthcare to American competitiveness

**Intero Real Estate Services Outstanding Volunteer Fundraiser**

**William (Bill) B. Baron** (San Jose), nominated by Brandenburg Family Foundation (San Jose) for his community-minded engagement, creative vision and incredible integrity

**Outstanding Professional Fundraiser**

**Tami Cárdenas** (Los Angeles/Orange County), nominated by Chelsey Souza, CFRE, Erin O'Toole and Kathy Kwan (San Jose) for being a responsive, transparent, innovative and knowledgeable partner for donors and non-profits

**Outstanding Corporate Grant Maker with more than 300 employees**

**Blue Shield of California Foundation**, (San Francisco), nominated by Next Door Solutions to Domestic Violence (San Jose) for being a pioneer in the ongoing effort to end domestic violence

**Outstanding Corporate Grant Maker with fewer than 300 employees**

**Intero Foundation** (Cupertino), nominated by Silicon Valley Community Foundation (Mountain View) for making a positive impact on the Bay Area through its Foundation and the commitment of employees and agents

**Outstanding Foundation Grant Maker**

**Silicon Valley Leadership Group Foundation** (San Jose), nominated by The Health Trust (San Jose) for opening the eyes and hearts of corporate leaders to the unmet needs of many families in our communities

**Outstanding Philanthropic Organization**

**Lantern League** (San Jose), nominated by Girl Scouts of Northern California (Alameda) for providing educational opportunities for thousands of women and girls who have experienced poverty, domestic violence, human trafficking and lack of basic language skills

**Outstanding Philanthropic Youth Group**

**Presentation High School** (San Jose), nominated by Sacred Heart Community Service (San Jose) for cultivating the next generation of givers committed to a more just and equitable community for everyone

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**Glenn George Heart of Philanthropy Award**

**Mike Blach** (San Jose), nominated by the Board of the Association of Fundraising Professionals, Silicon Valley Chapter (San Jose) for his fundraising leadership, personal generosity, active engagement and long term involvement

Additionally, more than 20 individuals will be honored as **Distinguished Volunteer Fundraisers** (list attached) for their tireless work and generosity of spirit to fulfill the missions of the countless local nonprofit organizations and educational institutions they serve. Because of them, these hardworking groups can create and maintain the safety net, protect the underserved, respond to disasters, celebrate the arts and much more.

The emcee for the event will be **local personality Lissa Kreisler**, best known for her many years at KBAY. **Executive Director, Boys & Girls Clubs of the Peninsula, Peter Fortenbaugh**, who began his career in the for-profit sector, will provide inspiration learned from his own experience moving from the corporate arena to the nonprofit world. (Bios attached) For more information about the event and sponsorships, please contact [philanthropyday@afpsv.org](mailto:philanthropyday@afpsv.org).

AFPSVC is extremely grateful to our underwriters for Silicon Valley Philanthropy Day. Our sponsors include **Silicon Valley Community Foundation, Silicon Valley Business Journal, Intero Foundation, David & Lucile Packard Foundation, Applied Materials, Heritage Bank of Commerce, eBay inc.** and **Xilinx**.

The **Association of Fundraising Professionals Silicon Valley Chapter (AFPSVC)** consists of over 300 members working to advance philanthropy through advocacy, research, education and certification programs. AFPSVC was chartered January 5, 1985. Visit us at [www.afpsv.org](http://www.afpsv.org) and follow us on Facebook at [www.facebook.com/AFPSV/](http://www.facebook.com/AFPSV/).

Since 1960, the **Association of Fundraising Professionals (AFP)** has inspired global change—helping nonprofits and charities and supporting fundraising efforts that have generated more than \$1 trillion. AFP advances effective and ethical philanthropy by providing advocacy, research, education, mentoring, collaboration and technology opportunities for the world’s largest network of professional fundraisers. AFP’s more than 30,000 individual and organizational members raise more than \$115 billion annually, equivalent to more than one-third of charitable giving in North America, with millions more generated around the world. For more information, visit us at: [www.afpnet.org](http://www.afpnet.org).

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For more information about the event: [philanthropyday@afpsv.org](mailto:philanthropyday@afpsv.org)

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