



NEWS RELEASE

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International Fundraiser Daryl Upsall Joins Board of Largest Fundraising Association in the World

(Arlington, Va.) – Madrid-based Daryl Upsall, FInstF has been named to the board of directors of the Association of Fundraising Professionals (AFP), the largest community of professional fundraisers in the world.

Upsall currently serves as the chief executive for Daryl Upsall Consulting International, as well as co-founder and director of various fundraising agencies in Spain, Italy, Portugal, Mexico, Argentina, Brazil, Chile, Argentina and Chile. He has over 28 years experience managing fundraising, communications and advocacy operations in over 48 countries.

Known for his leadership and innovation in fundraising, Upsall has served some of the world's leading NGOs and UN agencies in 21 countries. He has been involved with AFP since the early 1990s and spoken at many AFP international conferences in the USA, Canada and Latin America. In June 2010, he was granted one of the highest levels of recognition in the UK for his contribution to the fundraising world by being elected as a Fellow of the Institute of Fundraising.

AFP represents nearly 30,000 individuals around the world responsible for generating philanthropic support for nonprofit, charitable organizations of all sizes and causes, ranging from healthcare and social services to arts and environment. The association promotes ethical and effective fundraising, and all members must adhere to its *Code of Ethical Principles and Standards*, one of the oldest codes in the profession that has served as a model for organizations around the world.

“We are honored to welcome Daryl Upsall as a member of the AFP board,” said Andrew Watt, FInstF, president and CEO of AFP. “Daryl will be a wonderful addition to a talented group of people passionate about AFP’s mission. He brings a unique international perspective and a strong set of global leadership skills that will be very beneficial as we aim to reach even greater heights in the advancement of the profession.”

AFP is dedicated to increasing education and awareness about the importance of philanthropy and providing wise giving guidance to the giving public. The association sponsors National Philanthropy Day®, which is celebrated by 50,000 people in more than 100 locales across North America and honors outstanding donors, volunteers and other charitable supporters in local communities. More information about National Philanthropy Day® and AFP’s wise giving and education efforts can be found at the AFP website (www.afpnet.org).

Upsall founded professional fundraising for HIV/AIDs in Europe in the early 1990s and served as global Director of Fundraising and Marketing for Greenpeace International prior to establishing what is now one of Europe’s largest groups of fundraising agencies. He has been active in the UK’s Institute of Fundraising since 1987; helped found the Spanish Fundraising Association (AEF) where he served on the board; has served on numerous boards of the International Fundraising Congress; Chaired EUConsult; ran the international fundraising training programmes for the Red Cross, Greenpeace, Amnesty, ActionAid and spoken at fundraising conventions in over 25 countries. His greatest honour was to serve Nelson Mandela, leading his UK fundraising operations for the first multi-racial election in South Africa.

“I’m very excited to serve in this key leadership role for AFP and work to further advance the fundraising profession internationally,” said Upsall. “The charitable sector globally has gone through a lot in recent years, and fundraisers and donors have shown just how resilient and creative philanthropy can be, especially in emerging markets. Going forward, it’s critical that AFP provide leadership and guidance and share global best practices to charities to ensure that critically needed services and programs continue to meet the needs of our citizens. It is also an exciting time for fundraising globally, where the best practices in new media fundraising may come from Argentina, creativity in integrated fundraising from India, and innovation in corporate social responsibility and partnerships from South Africa. I’m honored to be a part of AFP’s leadership team and encourage charities to look to AFP when they need assistance in their fundraising.”

The Association of Fundraising Professionals (AFP) represents 30,000 members in 227 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

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