

## Biography: Bob Carter, CFRE



Robert (Bob) Carter, CFRE, has begun his service as chair of Association of Fundraising Professionals (AFP), the largest association of charitable fundraisers in the world.

Carter will serve as chair through 2014. He is the president and CEO of Bob Carter Companies, based in Sarasota, Fla.

“I am excited—and humbled—to be able to work with such a talented group of volunteer and staff leaders who are helping to change the world every day,” said Carter. “Fundraising is an amazing profession—it makes the work of charities possible, from finding cures for diseases and sheltering the homeless to educating our children and protecting the environment for future generations. AFP members—who help raise more than \$100 billion every year—make such a vital difference in communities around the world, and I look forward to helping them create even more impact for their causes.”

One of Carter’s key goals for his tenure will be to continue to engage the association and its members in public policy and government relations issues in the U.S. and around the world.

“The ability of charities to raise funds and deliver the services that our communities and the world need is being affected increasingly by legislators and regulators, and the recent debate involving the fiscal cliff and the charitable deduction is a perfect example,” said Carter. “AFP has taken a leadership role in many areas, but we need to get more of our grassroots members involved and educate our policy leaders about the impact of philanthropy and why we need to be supported even more in this difficult economy.”

Carter has decades of experience in fundraising, including a 26-year career with Ketchum (at the time one of the largest firms in the fundraising field), including 15 years as president, and serving as senior advisor to Changing Our World and Omnicom Nonprofit Group. Prior to joining Ketchum in 1981, he served in variety of fundraising and leadership positions for The Catholic University of America, The Johns Hopkins University and the Gilman School in Baltimore. After graduating from The Boys' Latin School in Baltimore, he taught there and started the school’s development office.

“Bob possesses an extraordinary array of skills and experiences that will serve AFP well,” said Andrew Watt, FInstF, president and CEO of AFP. “He is a dynamic and visionary leader who understands the role of fundraising in our society and what AFP needs to do to better serve the profession and help our members find even greater success.”

A graduate of Johns Hopkins University, Carter has published numerous articles in professional journals and has served as a lecturer and presenter for Columbia University’s Masters in Philanthropy Management program, the Council for Advancement and Support of Education (CASE), the Association of Fundraising Professionals (AFP), and the Association for Healthcare Philanthropy (AHP).

Carter and his wife, Carol, live in Anna Maria, Fla. His sons, Travis and Trent, and their families live in Naples, Fla.