



**CFRE International**

Certifying fundraising executives  
Setting standards in philanthropy

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**FOR IMMEDIATE RELEASE**

**Brazilian Fundraisers Association (ABCR) joins CFRE International  
as a Participating Organisation**

**Alexandria, VA – 16 December 2015 – [CFRE International](#)** is pleased to announce the formalisation of a new [Participating Organisation](#) partnership with the [Associação Brasileira de Captadores de Recursos](#) (ABCR). ABCR is the national membership society for Brazilian fundraisers. Founded in 1999, ABCR brings visibility to the developing fundraising profession in Brazil, promotes ethical practice and enhances fundraisers' professional knowledge.

“Partnership between CFRE International and ABCR is a natural fit”, explains Eva E. Aldrich CFRE, President & CEO of CFRE International. “Since 1981 CFRE International has been certifying fundraising professionals aspiring to the highest standards of ethics, competence and service to the philanthropic sector. We look forward to working with ABCR to offer the benefits of certification as a Certified Fund Raising Executive (CFRE) to the fundraising professionals of Brazil.”

João Paulo Vergueiro, CEO of ABCR, shares that “the Third Sector in Brazil is quite new, and around 70% of all the 300,000 charities operating in Brazil were founded after 1990. There isn't, therefore, a strong and consolidated market of charity and fundraising professionals. ABCR has been working to change that. Partnering with a well-established credentialing body such as CFRE International will offer ABCR greater means to push towards a developed charity sector with excellence in fundraising practice.”

ABCR joins [22 other leading fundraising organisations](#) from around the world as a CFRE International Participating Organisation. Through their support of CFRE International and promotion of CFRE certification as a means to demonstrate mastery of the core competencies of ethical fundraising, ABCR makes it possible for their members to receive a discount on CFRE initial certification and recertification. ABCR's educational programmes, including the flagship ABCR Festival, are also eligible for CFRE Continuing Education Points.

The CFRE credential is the first and only globally available professional certification for the fundraising profession. The CFRE examination assesses knowledge of best practices in ethical fundraising in relation to job analysis research into fundraising as it is currently practiced around the world.

**For more information see [www.cfre.org](http://www.cfre.org)**

**Notes to Editors**

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**CFRE International**

Founded in 2001, CFRE International is an independent nonprofit organization dedicated to setting standards in philanthropy through a valid and reliable certification process for fundraising professionals. The CFRE® program is accredited by the National Commission for Certifying Agencies (NCCA). NCCA, the accrediting arm of the Institute for Credentialing Excellence, grants accreditation to a select group of organizations that demonstrate compliance with the *NCCA Standards for the Accreditation of Certification Programs*. In 2013, the CFRE credential became available worldwide as the global standard for the fundraising profession.