



Dear WID Colleagues,

My two years as President of WID will end in a few months. It has been a fascinating time for me to lead an organization that continues to evolve in unique and constructive ways to better serve a growing membership. As I think about the six years I have served on the Board—the last year and a half as President—I truly appreciate what a positive force WID is for me and in the lives of our members in this predominantly female field.

Indeed, the situation has improved in terms of salary and opportunity, though pay equity continues to be an issue. However, there remains a serious shortage in qualified fundraising staff—particularly in major gifts and planned giving. As a search and fundraising consultant, I see this first hand. There is increasingly stiff competition among organizations; salaries have increased, making it difficult for smaller nonprofits to compete for experienced staff. And there looms retirement for a large number of “baby boomers.” Where are future development staff and leaders going to come from?

This is a challenge we have to meet. Even though there is tremendous need for new talent, it is still difficult to enter the field at any level, particularly for those transitioning from the for-profit sector. Although there are a number of excellent programs that teach fundraising theory, ethics and practice, WID has—and will continue to be—an important force in helping to encourage and assist both newcomers and “transitioners” to the field, providing an incomparable network of colleagues as well as access to a wealth of practical knowledge in the field.

WID is a vital catalyst in encouraging capable professionals to join this demanding and rewarding field. Our ever-expanding job bank, and capacity attendance for luncheons and special programs, as well as our annual Woman of Achievement Award, speak to the relevance of our organization to our nearly 750 members.

A recent WID event—a panel discussion entitled “Mentoring: the Art of Giving and Receiving”—offers a powerful testament to WID’s success in empowering our members. One panelist, who made a successful transition to fundraising, said WID gave her the network and programs essential to her success in learning fundraising on the job. Another panelist attributed her early and continued success to her long-term mentoring relationship with a WID member (also a panelist). Another panelist, a WID Board member with nearly 30 years of experience, affirmed the rewards of WID mentoring: giving back and gaining fresh viewpoints. These are just the highlights. I am delighted to report that the panel was recorded on video and will be “streamed” on our website this spring. Look for it!

I encourage each of you to become involved. Lend your own expertise and talent—and benefit from the experience of colleagues. Be a career coach, find a career coach, join a committee, attend our events, encourage others to join. Participate and get the best of what WID has to offer. Let’s do what we can to welcome women to the field and help them to flourish and advance. Visit our website: [www.widny.org](http://www.widny.org) regularly to see what’s new.

It has been a pleasure to serve as President—thanks to a committed Board, dedicated committee chairs and co-chairs, and the many talented volunteers who serve on our committees! I look forward to seeing you at our next luncheon.

With warmest regards,

Virginia H. Strull

*The News of Women in Development, New York*

**“How Charities and Foundations Can Collaborate: Bringing Greater Health, Security, and Cultural Vibrancy to our Communities”**

FEATURING

**Diana Aviv**

*President and CEO, Independent Sector*



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**BREAKTHROUGH  
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Fundraising Counsel to Nonprofit Organizations

Monday, March 3, 2008 • 12:00 to 2:00 p.m.  
 The Princeton Club, 15 West 43rd Street

*Members: \$40 in advance/\$65 at the door*

*Non-Members: \$50 in advance/\$65 at the door*

*Cancellations not accepted after Thursday, February 28, 2008*

*To register visit: [www.widny.org](http://www.widny.org)*

**D**iana Aviv is the president and CEO of Independent Sector, the national leadership forum for America’s nonprofit organizations, foundations, and corporate giving programs. Collectively representing tens of thousands of nonprofits in every state across the country, Independent Sector’s mission is to advance the common good by leading, strengthening, and mobilizing the charitable sector.

A noted expert on the major issues affecting the national nonprofit community, Diana is a frequent speaker on the accountability and transparency of nonprofit organizations, the financial state of the nonprofit community the role of civil society in democracy, and civic engagement. She has testified before Congress and has been quoted in print, broadcast, and online media outlets, including *The New York Times*, *The Washington Post*, and *The Wall Street Journal*.

Diana also serves as executive director of the Panel on the Nonprofit Sector, an independent panel of nonprofit leaders convened by Independent Sector in October 2004 at the encouragement of the leadership of the Senate Finance Committee. The Panel’s charge is to consider and recommend actions that will strengthen good governance, ethical conduct, and effective practice of public charities and private foundations. The Panel released a major report in June 2005 and a supplemental report in April 2006. In October 2007, the Panel released its *Principles for Good Governance and Ethical Practice: A Guide for Charities and Foundations*, which represents the first time that charities and foundations reflecting a broad cross-section of the American nonprofit community have come together to develop principles of ethical conduct, accountability, and transparency that they aspire to and encourage all organizations to follow.

Diana came to Independent Sector in April 2003 after spending nine years at United Jewish Communities. As UJC’s vice president for public policy and director of the Washington Action Office, she worked closely with federations and national agencies concerned with the domestic health and welfare needs of vulnerable people. Diana’s work focused on federal legislation, public policy, and regulations concerning health and human service areas that have an impact on the work of local health and human service organizations.

Diana was formerly associate executive vice chair at the Jewish Council of Public Affairs, director of programs for the National Council of Jewish Women, and director of a comprehensive program to serve battered women and their families. She has had a private psychotherapy practice in New York and New Jersey and has served as an expert witness in capital cases in New Jersey.

Diana serves on the Board of Governors of the Partnership for Public Service, the Board of Directors of GuideStar, the Board of Directors of the Global Reporting Initiative, and Smithsonian Institution’s Board of Regents’ Committee on Governance. She is past chair of the National Immigration Forum, and she is an advisory board member of the Stanford Social Innovation Review, The Center for Effective Philanthropy, and the New York University School of Law’s National Center on Philanthropy and the Law. She is also a founding member of Encore Leadership Network.

A native of South Africa, Ms. Aviv graduated with a B.S.W. from the University of Witwatersrand in Johannesburg and received a Master of Social Work degree at Columbia University.



Diana Aviv

## The Benefits of Volunteering for Women in Development

By Phyllis Dunlop

Who is behind the scenes, ensuring that Women In Development, New York (WID) members are aware of their membership benefits, enjoy quality luncheon programs and special programming, and communicating with members on a regular basis? It's probably the person who sat next to you at the last luncheon.

WID is a volunteer-run organization that thrives on the active involvement of our members. They are long-term development officers or newcomers to the field. They work in education, healthcare, international relief, community development and many other fields. They bring much to the table and have much to offer, as do you.

We welcome you to maximize your WID membership by volunteering for one of our active committees. Your contribution could be something you do on a daily basis or something you have never done and want to learn more about. The possibilities are many for you to get involved:

A few possibilities are:

- Interviewing a speaker and writing an article for the newsletter (Communications Committee)
- Offering to arrange for a speaker for a luncheon or special program (Luncheon Committee or Special Programming Committee)
- Soliciting sponsorships for WID programs and events (Sponsorship Committee)
- Serving as a mentor to someone in your field (Career Coaching Committee)
- Recruiting new members (Membership Committee)

In addition to the satisfaction of helping an organization you believe in, volunteering can help you develop skills or learn new ones, expand your professional and personal network, build your resume, or test out the possibility of a new career.

By volunteering, you will grow as a development professional and WID will gain immeasurably from your input and expertise.

WID has grown impressively in the last few years because of the participation of its members in the process. It's only by mining this important resource that we have developed a plan for the future through which the organization will continue to evolve.

WID is what we make it. Just ask any long time member of WID what keeps her coming back—start with your neighbor at the next luncheon.

If you are interested in getting more involved, please contact the WID office at [widny@widny.org](mailto:widny@widny.org) or at 212-265-7650.

*Phyllis Dunlop is Vice President for Resource Development and Marketing at the Community FoodBank of New Jersey.*

*This publication is exclusively sponsored by:*

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## Spotlight on the Sponsorship Committee

By Betsy Fuchs

As resource development professionals, we all know the importance of sponsorships; sponsors help to underwrite events, publicize programs, and support new and sustained initiatives. As do many not-for-profit organizations, Women In Development, New York, depends on its sponsorship partners, and therefore depends on its volunteer Sponsorship Committee to ensure that WID maintains and creates mutually profitable relationships with them.

“The goal is to evolve Sponsorship as a solid part of WID's revenue model that will enable us to provide more services to the membership,” says Jennifer Kirby, a WID Board member and co-chair of the Sponsorship Committee.

Ms. Kirby, Director of Development of independent media organization Link Media, Inc., has 20 years of combined experience in the areas of for-profit and non-profit marketing, fundraising, and media production. Her Sponsorship Committee co-chair and fellow WID Board Member, Kerry Walsh, holds a strong background in resource development for healthcare and research and is President and CEO of DKMS Americas, a national marrow donor center and registry.

“Our main focus is to get new people involved,” says Ms. Walsh of the Sponsorship Committees goals, “We like to encourage people to support this organization. WID is a fertile ground.” She similarly encourages potential Sponsorship Committee volunteers, “This is a great committee to come onto because volunteers can hone their skills; you do what you do in your real job!”

Her co-chair echoes the importance of volunteers, “People who are comfortable doing cold calls and pitches—that is the key requirement,” says Ms. Kirby, “I assume anyone reading this has already met the other prerequisite—that they understand the value of a great organization like WID!”

*Betsy Fuchs is Program Director, Fundraising, for the Primary Care Development Corporation.*



### “Planning, Saving, Reaping, and Playing: The ‘Ings’ and Outs of Your Money”

A Women In Development, New York Special Program

In October, more than 60 attendees heard from top professionals about how to improve and protect their finances. Topics covered included asset building, debt reduction, insurance, investments and estate planning. The panel of experts, pictured above, included (l. to r.): Beth Trachtenberg, Estate Planning Partner, Katten, Muchin, Rosenmann, LLP; Judith Rosenthal, Senior Financial Advisor, Ameriprise Financial; Connie Cohrt, Chartered Financial Consultant/Chartered Life Underwriter, Penn Mutual/Hornor Townsend & Kent, Inc.; Jamie Hubert, Agent/Registered Representative, Prudential Financial.

# A Round Up of Recent Articles of Interest...

By Melissa Sandor

Recent articles on philanthropy have ranged from discussing the challenges of young philanthropists first starting out to a wide-ranging series of predictions for 2008 from an array of leaders and experts in the non-profit sector.

The following are just a few highlights from some of the most interesting and enlightening articles I have come across recently:

From *The New York Times* (November 12, 2007), Carol Kino writes about a 27-year old philanthropist, Jonathan Holmes, who was hired by his family to reinvigorate an ailing family foundation. Mr. Holmes, reluctant to fall into the usual patterns of a red-tape laden bureaucracy, created what he refers to as an ‘antifoundation’ called “Children Can Shape the Future” (<http://www.childrencanshapefuture.org>). The foundation does not accept proposals and instead relies on site visits in an effort to keep bureaucracy to a minimum. The article uses Mr. Holmes’ experience and his frustration in trying to connect to other young philanthropists as a springboard to discuss emerging groups for a new generation of grantmakers, such as Emerging Practitioners of Philanthropy. You can find this very interesting article at: <http://www.nytimes.com/2007/11/12/giving/12SKILLS.html?emc=eta1>.

The *Wall Street Journal* also gets in on the youth phenomenon, with an article by Shelly Banjo (January 20, 2008), entitled “Getting in The Giving Habit.” The article is aimed at young people just starting out in their careers who want to become philanthropically involved, but are under the impression that you must be a high roller to give. Not so, writes Ms. Banjo, who interviews various 20-somethings to find out how—and why—they give. Early giving, it turns out, is often personal. For example, 28-year old Nicole Mladic donates every year to Chicago Children’s Memorial Hospital on the anniversary of the death of a close friend with whom she had volunteered at the hospital. Avi Levine, a 26-year old private-equity senior analyst, gives to his local Jewish Federation. The article also talks about the *how* of giving: the analyst, for instance, takes a ‘small chunk’ out of his salary every month and increases his donation by 20% each year. Jamil Larkins, a 23-year old aviation consultant, combines his contributions to organizations that help young people become involved in the aviation industry with gifts of his own time through volunteerism. Whether through gifts of money or gifts of time, this new generation of givers seems to be engaged and aware that every dollar donated and/or hour spent really does count. You can find this article at: [http://online.wsj.com/public/article/SB120078046787403225.html?mod=sunday\\_journal\\_primary\\_hs](http://online.wsj.com/public/article/SB120078046787403225.html?mod=sunday_journal_primary_hs).

Thanks to my colleague, Kerry McCarthy of McCarthy Arts Consulting, who pointed out a very interesting article from *Kiplinger’s Personal Finance Magazine*. In it, writer Jane Bennett Clark (January 2008) describes a community in Cleveland and

its philanthropic response to the needs of that community—since none of the members involved could give on a grand scale alone, they banded together and formed a Giving Circle. Using this group, who call themselves “Colectivo” as an example, Clark examines the wide range of reasons that Giving Circles work, including:

- Giving circles are spontaneous;
- There are no rights and wrongs in forming a circle;
- Giving circles support local issues and groups;
- Giving circles handpick their beneficiaries;
- Annual cash contributions can be lowered for committed members;
- Giving circles can also be volunteer circles.

This well-researched article highlights numerous Giving Circles around the country to show how the flexibility, personal agency, and effectiveness of Giving Circles make them such a powerful choice. You can find this article at: <http://www.kiplinger.com/magazine/archives/2008/01/giving-circles-local-philanthropy.html>.

Cymbre Foster, writing in the *Traverse City Record-Eagle* (January 13, 2008), examines women philanthropists through a national study released by the Falconer Group, a family wealth advisory firm in Traverse City. The study, conducted by philanthropy pioneer Sondra Shaw-Hardy and Carmen Stevens, director of philanthropic services at Falconer, focused on the philanthropy of Baby Boomer women born between 1945 and 1960 and Gen X women born between 1961 and 1980. Shaw-Hardy and Stevens surveyed 176 women philanthropists across America in fields ranging from professor, artist and homemaker to physician, lawyer and publisher, with gift sizes ranging from \$200 to \$4 million annually. The article looks at the giving patterns and preferences of these two groups of women, in particular the Gen X generation, who, as Stevens is quoted as saying, “are the future of philanthropy.” You can find this article at: [http://www.record-eagle.com/archivesearch/local\\_story\\_013100011.html](http://www.record-eagle.com/archivesearch/local_story_013100011.html).

Finally, the *Chronicle of Philanthropy* recently published a fascinating piece in the “News Updates” section entitled “Nonprofit Leaders and Experts Offer Their Predictions for 2008.” The article is a round-up of opinions from such leaders in the field as Daniel Ben-Horin, founder and co-chief executive officer of TechSoup (formerly CompuMentor) in San Francisco; Ben Cameron, program director for the arts, Doris Duke, Charitable Foundation (New York); Cathy Lanyard, executive director, American Friends of ALYN Hospital (New York); Madeline Stanionis, chief executive officer, Watershed, a company that provides online fund-raising advice to nonprofit groups (San Francisco); and Michael Stoops, director, National Coalition for the Homeless (Washington). Be sure to read the comments that readers posted, especially Sondra Shaw-Hardy’s comments. Shaw-Hardy, consultant and writer, and her col-

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## Articles of Interest

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league; Martha A. Taylor, Vice President of the University of Wisconsin Foundation, offer a list of six trends for women's philanthropy for 2008, which they presented at the recent CASE District V conference in Chicago. You can find this article at: <http://www.philanthropy.com/news/updates/3667/nonprofit-leaders-and-experts-offer-their-predictions-for-2008>.

Melissa Sandor is a fundraising consultant.

### ARTICLES AND LINKS

#### *The New York Times*

November 12, 2007

"The Young and the Restless Try, Too"

By Carol Kino

<http://www.nytimes.com/2007/11/12/giving/12SKILLS.html?emc=eta1>

#### *Wall Street Journal*

January 20, 2008

"Starting Out: Getting in the Giving Habit"

By Shelly Banjo

[http://online.wsj.com/public/article/SB120078046787403225.html?mod=sunday-journal-primary\\_hs](http://online.wsj.com/public/article/SB120078046787403225.html?mod=sunday-journal-primary_hs)

#### *Kiplinger's Personal Finance Magazine*

January 2008

"Giving Back Through Giving Circles: Simple, personalized charity groups with the power to make big changes"

By Jane Bennett Clark

<http://www.kiplinger.com/magazine/archives/2008/01/giving-circles-local-philanthropy.html>

#### *Traverse City Record-Eagle*

January 13, 2008

"Giving where it counts: Survey studies women philanthropists"

By Cymbre Foster

[http://www.recordeagle.com/archivesearch/local\\_story\\_013100011.html](http://www.recordeagle.com/archivesearch/local_story_013100011.html)

#### *Chronicle of Philanthropy*

News Updates

December 31, 2007

"Nonprofit Leaders and Experts Offer Their Predictions for 2008"

<http://www.philanthropy.com/news/updates/3667/nonprofit-leaders-and-experts-offer-their-predictions-for-2008>

## SAVE THE DATE!

**Monday April 7, 2008  
12:00-2:00pm**

### "Funding Trends"

GUEST SPEAKER:

**LORIE SLUTSKY**

**President, New York Community Trust**

The Princeton Club

15 West 43rd Street

NYC

To register: [www.widny.org](http://www.widny.org)

## SAVE THE DATE!

**Monday, May 5, 2008  
11:30am-2:00pm**

### Woman of Achievement Award Luncheon

HONORING:

**PAULA KERGER**

**President and CEO,**

**Public Broadcasting Service**

The Rainbow Room

30 Rockefeller Plaza, 65th Floor  
(between 49th and 50th Streets and  
between 5th and 6th Avenues)

DETAILS TO FOLLOW

### WID ON-LINE RESOURCE DIRECTORY

Please visit our  
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services to the non-for-profit community.

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