



The News of Women in Development, New York

“Mobilizing the Next Generation of Donors with Wealth”

GUEST PANELISTS

Kathleen Kelley

President & Co-Founder, High Water Women Foundation

Tajj Kumarie Moteelall

Executive Director, Resource Generation

Alexandra Teixeira

Philanthropic Partnerships Officer, Astraea Lesbian Foundation for Justice

Monday, December 10 2007 • 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, December 6, 2007

To register visit: www.widny.org

Dear WID Colleagues,

At our October luncheon, a longstanding WID member noted how proud she was that WID now attracts truly impressive woman as featured speakers. Shelby White, Trustee of the Metropolitan Museum of Art, noted philanthropist, writer, educator, and collector was featured in October. I was also thrilled that Emily Rafferty, President, Metropolitan Museum of Art and a WID Woman of Achievement Award winner, agreed to introduce Ms. White!

From our Woman of Achievement Award—the most recent recipient was Vishakha Desai, President, Asia Society—to luncheons and workshops with leaders in the field, WID committees constantly raise the bar for quality, breadth and depth of the programs we provide for our 700+ members. The response has been wonderful, with record numbers of members and guests attending our events.

WID's continued commitment to advancing women in the field demands that we provide access for our members to role models, mentors and colleagues. Last spring's Structured Networking event, "I to I", was a tremendous success, offering facilitated discussions on 30 different topics! This program will be offered again, and may well become an annual event. Our networking cocktail party in July has also become a summer tradition and a great opportunity to meet other members in a relaxed setting. Our sincere thanks are extended to NYU's George H. Heyman, Jr. Center for Philanthropy and Fundraising for their support of that event as well as our October luncheon.

Following last season's highly successful workshop, "How to Ask For What You're Worth", exploring methods to ensure that you get the compensation you deserve, this October's workshop, "Planning, Saving, Reaping and Playing: the Ings and Outs of your money, A Financial Planning Workshop Designed for Woman," broadened our understanding of and need for skills to manage our personal financial resources. Thanks to the work of the Special Programs Committee, the broad range and scope of our workshop programs continues to grow.

Take advantage of all that WID has to offer. Seek valuable counsel from senior professionals through WID's Career Counseling program, or be a mentor. Join a committee. Lend your expertise and be an active part of shaping this dynamic and evolving organization. None of this would be possible without the leadership and hard work of volunteers—Board members, committee chairs, committee members and most especially, our enthusiastic membership and our generous sponsors. Together, we can bring out the best of all of us in this challenging profession.

We are not yet halfway through our program season. Visit our website at www.widny.org to learn more about us and our programs, and to access our newsletter archive, resource directory and searchable online member's directory. I look forward to seeing you often and to sharing another fabulous year of luncheons and workshops—all extraordinary networking events. We're off and running!

With warmest regards,

Virginia H. Strull



Kathleen Kelley



Tajj Kumarie Moteelall



Alexandra Teixeira

A new generation of affluent donors is attracting the interest of nonprofit organizations. What sets them apart from the boomers in their philanthropic interest and practices? How does it change the philanthropic landscape? In addition to having more money, the Gen X and Gen Y generations have a better understanding of finance and are more likely to take a hands-on approach in their financial affairs. What is your nonprofit doing to engage them?

Join us to hear our guest speakers share their experiences in engaging young wealthy donors in philanthropies.

Kathleen Kelley is the President & Co-Founder of High Water Women Foundation. Founded in early 2005 and incorporated as a 501(c)(3) charitable organization by a small group of women from the hedge fund world, High Water Women Foundation has grown to more than 2,000 members across the financial services spectrum. Its mission is to provide constructive avenues for senior women in the hedge fund and alternative investment industry and their friends and colleagues to support philanthropies as well as volunteer endeavors that better the lives of women and children. High Water Women collaborate with organizations, which focus on education, alleviation of family homelessness, at-risk teens, young women's health, and the economic empowerment of women in New York City and abroad.

Kathleen Kelley is Global Macro Portfolio Manager at Kingdon Capital Management LLC. Prior to this, she served two years as a global macro strategist at Vantis Capital Management in New York. She joined Vantis from Tudor Investment Corporation where she ultimately managed a portfolio focusing on fixed income and commodities. She began her career at Tudor in 1990 providing economic research

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for Paul Jones, she then spent a number of years in their systematic trading group, developing trading systems. Prior to Tudor she spent three years at the Federal Reserve Bank of New York as an economist in the international research area. She also sits on the Board of Directors of the Bedford-Stuyvesant “I Have a Dream” Program, Iris House, BELL national (Building Educated Leaders for Life) and ReServe Elder Service, Inc. She has a BA in math and economics from Smith College and a general course diploma from the London School of Economics.

Taij Kumarie Moteelall is an award-winning artist and activist. She is also executive director of Resource Generation, a non-profit organization working with young people with financial wealth to effect progressive social change through strategic use of their financial and other resources. Taij believes that social change can be realized through the redistribution of wealth and power, as well as the self-determination of the people most impacted by injustice. She sees her art and activism as vehicles of personal and political change, which relies on building community locally, nationally and globally. Taij is a co-founder of Blackout Arts Collective, a national arts organization that use the tools of culture and education to raise awareness and catalyze action around the critical issues that impact communities of color. She is also a founding board member of the Harlem Link Charter School, and serves on the boards of the Funding Exchange and the Rajkumari Center for Indo-Caribbean Arts and Culture. She is also on the Advisory Committee of the Ms. Foundation for Women. Prior to joining Resource Generation, Taij was the Director of Development and Communications at East Harlem Tutorial Program. She has served as a consultant and volunteer at several non-profit organizations, helping them to build organizational capacity and strengthen programming. Taij holds a BA from Hampshire College and an MA from New York University.

Alexandra Teixeira is the Philanthropic Partnerships Officer, at the Astraea Lesbian Foundation for Justice and has been involved with women’s funds and social change philanthropy for the past eight years. In addition to her work at Astraea, Alexandra serves on the board of directors of the Third Wave Foundation and Resource Generation—two organizations committed to increasing resources for progressive social justice agendas. Prior to joining Astraea, Alexandra developed strategies and tools for collaborative sexual rights advocacy within the United Nations as the global advocacy coordinator for the International Gay and Lesbian Human Rights Commission (IGLHRC). She has also served on the NGO Task Force of the Secretary-General’s Study on Violence Against Women, worked as an evaluation consultant to the United Nations Population Fund (UNFPA), and as a program associate at the Global Fund for Women. Alexandra holds a master’s degree in International Affairs from Columbia University.

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June 7th “I TO I: A STRUCTURED NETWORKING EXPERIENCE”



WID Board Members Susan Davies, Susan Kotcher, Arlene Swartz, and Poonam Prasad



Susan Shattuck (right), Special Programs Committee Member, reviews the program with an attendee



Lorri Greif, Didi Lacher, and Susan Marx catch up before the event



Rose London and Laura Fredricks share in the discussion

Q & A ON CAREER COACHING

by Filomena Machleder, Partnership Relations Manager, Alzheimer's Drug Discovery Foundation

In its continuing efforts to support members' professional growth, WID recently conducted an interview on career coaching with Karen Caruso, who has a long history of advising individuals on career planning and job search strategies.

WID: What is the purpose or role of a career coach?

CARUSO: The coach's role is to enable their client to plan and manage their career, so they can reach their work—and life—goals. This could entail embarking on a new career, changing jobs or improving their effectiveness and satisfaction in their current situation.

WID: Why do people hire a career coach?

CARUSO: While people hire a coach for a variety of reasons, the common thread is their desire for support and guidance in navigating a transition. Change is scary, whether you're looking for a new job, weighing a new career direction, re-entering the workforce or deciding to open your own business. Regardless of the situation, the coach's primary concern is to enable the client to achieve clarity on their goals, and to provide them with the tools and build their confidence so they can achieve them.

WID: How does the career coaching process generally work?

CARUSO: Although the process should be tailored to the needs of each individual client, following is a general framework that I use:

- Discussing clients' career goals, work history and personal information. As a career does not occur in a vacuum and is just one aspect of a person's life, gathering this information provides a clearer picture of the client and the context for their decisions.
- Guiding them in defining their "ideal job"—title, responsibilities, organizational mission, salary/compensation package, type of boss, number of staff supervised, location/length of commute, opportunity to telecommute, etc. Clients need to know what they're looking for before they can find it. These first two steps are critical, as they provide the structure from which the rest of the process unfolds, as follows:
- Recommending resources for career and job searches, not only for job hunting purposes, but also for clarifying their ideal job. For individuals who need additional help focusing on a particular career path, vocational testing (e.g. Strong Interest Inventory, Myers-Briggs Type Indicator) may be advisable.

- Reviewing and critiquing resumes, cover letters and related correspondence. For all of these, less is truly more.
- Providing tips for networking and information interviews.
- Coaching clients on interview preparation and negotiation of compensation packages.
- Supporting and counseling clients as they explore opportunities and evaluate whether a particular job offer is an appropriate fit.
- Coaching clients to ease transition and bring them up to speed quickly on their new job.



Karen Caruso

WID: Do you have any career advice for our members?

CARUSO: First and foremost, do work that you're passionate about. If the mission does not grab you, don't go there. You're the face of the organization to potential donors, and they need to sense your commitment and excitement.

Second, keep your resume to the point, no more than two pages. It should be a summary of your major accomplishments, not a job description, and should show quantifiable results. Update your resume before you need it, and keep track of your achievements in each new position. Also, details that are not included on your resume can be good anecdotes for an interview.

Third, pay attention to how you are treated on an interview, because this is the prospective employer on their best behavior. And remember...you're interviewing them just as much as they are interviewing you.

And finally, build your network before you're in the market for a job, and continue to nurture it once you land that great new position. WID is just one of many great vehicles for doing so, whether you do lunch, join a committee or help out with an event.

As President of Caruso Consulting Corporation, Karen Caruso provides fundraising counsel to nonprofit organizations and career management services to individuals in transition.

CREATING A SUCCESSFUL EVENT

by Susan Goodman

A successful event is one that brings together strategy and logistics seamlessly and memorably. We spoke to Stephanie Thomas, president of Susan Ulin Associates, and Susan Shattuck, co-president of Special Events Unlimited, to find out what it really takes, from the inside out, to create an event that not only looks good but works for the real goals of the organization.

What are the key strategic elements of a successful event?

Stephanie Thomas: First you need to do a capacity assessment, you want to make sure the board is on board, look at staff resources and make sure the projected yield is the best use of their time. One of the most common problems is goal setting—when you establish a fundraising goal based on need rather than capacity. Figure out how the event fits in to the overall fundraising plan and how good a match it is for the overall constituency.

Susan Shattuck: Event fundraising is really group cultivation. Events are a very expensive way to raise money. That said, they continue to flourish because people like them and like to give that way.

But you must start with a meaningful list. One thing we don't want is a disembodied list of names. Another big mistake that many nonprofits make is not charging enough money for the event, and then not doing the follow through to capitalize on the potential of new donors and sponsors after they've tilled the soil.

What are the key logistic elements?

ST: Most events require start-up cash; basic expenses such as venue and graphic designer need to be paid before you see income. You should know you are able to advance those funds. Keeping a database with clear information about why donors gave in the first place is another essential element. It's key to successful event solicitation.

Remember to keep the event in sync with the mission of the organization. For instance, we did an event for Figure Skating in Harlem, an organization that teaches leadership development through ice-skating, at Wollman Rink featuring Olympic champions. That's an example of an event that really worked with the organization's missions and goals. But I've seen many event plans that are simply inconsistent with core constituency.

SS: People have to be ready to be successful, have the planning and energy to capitalize on success. From small to large, the basics are always the same. Plan for what your audience looks for. Bring donors in step by step; model confidence as you plan—everyone wants to be associated with a successful event. Be as creative as possible, as long as that creativity helps raise money.

Why should a nonprofit hire a special events firm?

SS: One reason is that we can be focused single-mindedly...organizations are short staffed and it is hard to pull their board in and be heard. We have actually trained internal staffs to take over from us.

ST: One of the primary reasons is staff capacity. If you can't cross all your T's, you risk alienating your donors. That's fundraising 101! We hear so many stories of 'we would have loved to, but we couldn't return all the calls.'

Strategy is another reason, especially for a first-time event or taking an event up to the next level. It helps to have access to best practices, to do thorough prospect research and provide backup to implement it. It's hard to duplicate all of that internally.

Susan Goodman specializes in marketing communications for nonprofit organizations, including branding campaigns, event materials and fundraising collateral. She can be reached at sbgoodman25@aol.com.