

## THE WID LINKEDIN GROUP IS BECOMING INCREASINGLY ACTIVE AND USEFUL. JOIN NOW!

By *Didi Lacher*

Recent items discussed in the WiD LinkedIn group: the #1 mistake fundraisers make in their résumés, advice on choosing donor software for a small arts organization, imminent WiD events.

In early September, Katie Warnock of ExecuSearch launched our new “Ask the Expert” feature, where she was available

for three days to answer those questions that you always wanted to ask a recruiter. The next guest expert will be Poonam Prasad of Prasad Consulting and Research, former WiD President, with 20 years of prospect research and fundraising experience to share. Collect your questions for her appearance on September 22-24. *(continued on p. 4)*

## UPCOMING EVENTS

### FIRST FALL LUNCHEON

**Monday, September 20, 2010**

**12:00–2:00pm**

**The Princeton Club**

**15 West 43rd Street**

**(Between 5th and 6th Avenues)**

*Guest speaker:*

**Katherine E. Brown**

Executive Director, *New York City Ballet*



Please join your Women in Development, New York colleagues for our first luncheon of the season on **Monday, September 20, 2010**.

Our guest speaker, **Katherine E. Brown**, Executive Director of the New York City Ballet, will speak

about “Breaking Through the Glass Ceiling.” In her presentation, Ms. Brown will outline her career choices, the roles of key mentors and advisors, her perspectives of her current role, how she works with program staff and Ballet leadership ... and much more!

This program is generously sponsored by [CCS](#).

### A WID MEMBERS-ONLY EVENT

**MEET THE PHILANTHROPISTS:  
WOMEN'S EDITION**

**Tuesday, October 19, 2010**

**6:00–8:00pm**

**SUNY College of Optometry**

**Joseph & Roberta Schwarz Theater**

**33 West 42nd Street**

**(Between 5th and 6th Avenues)**

*Guest panelists:*

**Lulu C. Wang**

Founder & Chief Executive Officer,

*Tupelo Capital Management L.L.C.*

**Jennifer Buffett**

President, *NoVo Foundation*

(An additional panelist to be announced shortly)

Join us for a rare opportunity to hear from some of today's most influential and effective donors — women who have learned to wield “the power of the purse.”

Register for these programs and more at

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

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## PRESIDENT'S LETTER



“WiD ... offers wonderful programs so that women can achieve their goals and share their successes with one another.”

Dear Friends,

Women in Development is proudly celebrating its 30th anniversary this year. WiD is dedicated to advancing the careers of women in the fundraising field and offers wonderful programs so that women can achieve their goals and share their successes with one another. As this is a special year for WiD, we have some very exciting programs scheduled throughout the year.

September 20th marks our kick-off event when our first luncheon's speaker, Katherine E. Brown, Executive Director of the New York City Ballet, will share her fundraising experiences on her way to “Breaking Through the Glass Ceiling,” the subject of her talk.

Back by popular demand will be our second annual “Meet the Philanthropists” program on October 19th. We are so honored to have noted philanthropists Lulu Wang and Jennifer Buffett among our panelists for what promises to be an enlightening evening! Please regularly visit our website's Event Calendar and stay up-to-date with our plans for 2010-2011.

If you haven't already done so, I encourage you to renew your WiD membership now! Among the many benefits of a WiD membership, is the opportunity to take advantage of our robust career coaching program. Each year, WiD members volunteer countless hours to help other women tackle challenging career issues. I would like to personally thank all of our coaches for their efforts, as well as our Career Advancement Committee which works diligently to make the best matches possible. To learn more about becoming a coach, or to request career guidance, just click on the “Career Advancement” tab located in the Members' area of the WiD website — [www.widny.org](http://www.widny.org).

I look forward to welcoming you all on September 20th and to personally thank you for responding to our post-event surveys which we used as a guide for this year's programs.

Sincerely,

A handwritten signature in black ink that reads "Kerry". The signature is written in a cursive, flowing style.

Kerry Walsh  
President

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## WiD'S PRESIDENT'S COUNCIL

Members of the WiD President's Council have 20 years or more experience in the not-for-profit sector, working in fundraising and related fields. If you are interested in joining this group of experienced professionals, please visit [www.widny.org](http://www.widny.org).

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## GIVING USA 2010 REPORT — WHAT'S THE STATE OF GIVING? *By Susan Mantel*

By now many of you may have seen at least summaries, if not the full version, of *Giving USA 2010: The Annual Report on Philanthropy for the Year 2009*. Not surprisingly, overall charitable giving was down again in this down economy — 3.2% across all sources and sectors. It is worth noting, however, that there is significant variation across types of organizations and sources. As we use this data to set our strategies and assess their success, it is important to take these differences into account.

Among recipient groups, public-society benefit groups, educational institutions and arts and culture groups saw declines of 2 to 4.2%. On the other hand, giving to human services, environment/animal-related, health, and international affairs (aid, development and relief activities) organizations increased between 2.7 and 6.6%. The variability may be due in part to differences in the kinds of ask, from capital campaigns to fulfilling more immediate human needs, which seems to have strong appeal to the individual giver.

The personal generosity of Americans is tremendous, accounting for 75% of all giving, or 88% if charitable bequests and family foundations are included. This amounts to almost \$267 billion. Given the size of this sector, the apparent leveling off of individual donations in 2009 is a move in the right direction, especially versus the 2.1% decline of 2008. Each nonprofit has a different portfolio of donors by category, but this certainly speaks to the importance of appropriate and sustained focus on the individual by the majority of organizations.

Further good news, taking expectations into account, is that grant-making by private, community and operating foundations fell only by 8.6%, which is apparently less than foundations' own estimates at the beginning of the year. Presumably the underlying assets had greater than expected recovery, which is good news in general.

Finally, a word about corporations. They account only for 4% of all giving, and this includes corporate foundations. Admittedly, this still amounts to \$14 billion. Nevertheless, having worked in the corporate sector originally, I have been struck by how often development professionals are disappointed by the non-philanthropic approach of corporations. I am struck by this because, having had to report on profitability on a quarterly basis, I understand that their reason for being is to make money, not to give it away. Under deservedly ever-increasing scrutiny by shareholders, who are looking for a return on investment and strong management, corporations do not have the same discretion with respect to charitable giving. Unless it aligns with their strategic focus in some way, they can be considered irresponsible by those who own the stock. However, since many of the aforementioned individuals and foundations are stockholders, increasing their returns so they can give the money away is beneficial too.

An executive summary of the *Giving USA 2010* report is available free online at [www.givingusa2010.org](http://www.givingusa2010.org). Detailed reports by type of organization are available for \$8 each on the website, with the entire report plus follow-on information available for \$240.

## THANKS TO ALL THE WID VOLUNTEERS!

WiD is an organization that functions largely on the enthusiasm and commitment of its members. Thanks to everyone who pitches in to organize, mentor, connect, communicate, administer, initiate, assist, remind and advise — including Fran Morris, who holds down the center, Sharon Epstein, and the E/M Management staff team.

**If you are interested in volunteering, please sign up in the members-only area of the WiD website, under the “Sign up for a Committee” tab.**



## THE WID LINKEDIN GROUP *(continued from p. 1)*

Watch the group listing for news of future guest experts. Upcoming experts include Kerry Walsh, WiD's President and Executive Director of the Port Chester Carver Center (23 years in the field); and Margaret Holman, President of Holman Consulting (34) and former President of WiD; and Susan Karlin, President of Suka Creative, with 25 years of communications and design experience.

To join the fun if you already belong to LinkedIn, go to the search box on the upper right corner of the screen, set it to *groups* and type in Women in Development New York. Click on the resulting link and you will be connected to the group. Apply for membership and join the conversation.

If you do not already belong to LinkedIn, go to [www.Linkedin.com](http://www.Linkedin.com) and sign up. For the purpose of participating in the group, you need to fill in only the basics in your profile. So don't be intimidated at the prospect of describing your history in detail.

Just join up and join in the exchange of info on how others solved problems, found resources and succeeded in supporting their mission.

## NEW MEMBERSHIP YEAR — REMEMBER TO RENEW YOUR MEMBERSHIP

The new membership year began July 1 — if you haven't already renewed, rejoin now for access to members-only programs like October's high-powered Women in Philanthropy panel.

If you have 20 years or more experience in the not-for-profit sector, working in fundraising and related fields, consider joining WiD President's Council.

Click on "[Join/Renew](#)" on the homepage to continue receiving all the great benefits of a WiD membership!

## THANKS TO OUR SUPPORTERS

Please visit [www.widny.org](http://www.widny.org) and click on "Become a Sponsor-Advertiser" on the homepage to learn about all the great opportunities to support WiD in 2010-2011!

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## SAVE THE DATE

### NOVEMBER LUNCHEON

**Monday, November 8, 2010**  
**12:00–2:00pm**  
**The Princeton Club**  
**15 West 43rd Street**  
**(Between 5th & 6th Avenues)**

### FUNDRAISING IN THE AGE OF SOCIAL NETWORKING

**Monday, November 15, 2010**  
**6:00–8:30pm**  
**Museo del Barrio**  
**1230 Fifth Avenue at 104th Street**

This program is generously sponsored by Great Performances.

### DECEMBER LUNCHEON

**Monday, December 6, 2010**  
**12:00–2:00pm**  
**The Princeton Club**  
**15 West 43rd Street**  
**(Between 5th & 6th Avenues)**

*Speaker: Melissa A. Berman, President & CEO,*  
*Rockefeller Philanthropy Advisors, Inc.*

Register for these programs and more at [www.widny.org](http://www.widny.org)

## A MESSAGE FROM THE CAREER ADVANCEMENT COMMITTEE ...

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Get advice from a [senior career coach](#).

Planning your next career move?

Visit our [job bank](#).

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Join our [volunteer career coach roster](#).

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