



Dear WID Colleagues:

What an incredibly stressful and difficult time this has been for all New Yorkers and especially for those working in the philanthropic sector! WID also has had a number of challenges. One of our primary revenue streams vaporized last fall and another shrank alarmingly but has recouped well due to a strongly focused and concerted effort, this year. As many of our standing contracts came up for renewal, the higher expenses related to our greater membership numbers caused a budgetary squeeze.

It has been a trying experience for leadership but WID has weathered the storm well so far, thanks to your membership support and record attendance at events. I hope that, in return, your membership in WID has provided you with the inspiration and encouragement, mentoring, networking and job opportunities that you may have needed to navigate your career through these turbulent times.

The support of smart and talented women is such a comfort, isn't it? WID has been fortunate in that regard. Despite the incredible pressures of their jobs, and crises in their careers, businesses and at their organizations, your board and your Executive Committee and Committee Chairs have, for the most part, stayed at their volunteer posts and by burning the candle at both ends these past months made the herculean effort to keep WID's programs as vibrant and dynamic as ever, if not stronger. The names of these fine professionals are listed on our masthead.

Gloria Kao, Treasurer, Kerry Walsh, Secretary, and JuWon Choi, Assistant Secretary serve with me on the Executive Committee which has shouldered much of the work and the short-term decision-making. Luncheon Programs are run by Donna Rich and Renee Greene, Special Programs by Beatrice Sampong and JuWon Choi, Career Coaching by Cathy Levy and Susan Marx, Membership by Mary Ann Routledge and Gloria Kao, Nominating by Jeanne Sigler and Melissa Cohen, Women of Achievement by Pat Pollok and Jeannine Glazewski, Sponsorship by Alex Eising and Kimberly Datz, and Communications by Elizabeth Wagner. All are ably assisted by their Committee members.

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The News of Women in Development, New York

“WOMAN OF ACHIEVEMENT AWARD LUNCHEON”



HONORING

Rosanne Haggerty

Founder & President, Common Ground

Tuesday, May 19, 2009 • 11:30 a.m.–2:00 p.m.
The Rainbow Room, 30 Rockefeller Plaza, NYC

Tickets by advance reservation only:

\$55 Member; \$75 Non-member;

\$90 Patron (preferred seating)

To register visit: www.widny.org

This event is generously sponsored by Lead Sponsor:

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Thirty-one years ago, Rosanne Haggerty, while working with the poor and homeless at Brooklyn Catholic Charities, set out to buy and renovate the Times Square, one of the biggest and most dangerously decayed welfare hotels in that notorious neighborhood. She was in her late 20's.

That was the start of the Common Ground Community, which Ms. Haggerty founded in 1990, that currently houses some 2000 permanent and temporary tenants in several well-maintained buildings in Manhattan, Brooklyn, Westchester County and Connecticut. In 2001, she was awarded a John D. and Catherine T. MacArthur Fellowship, the genius award that gives recipients \$500,000 to extend their work—in her case, to build and renovate more facilities to house the poor and the homeless and to provide tenants with supportive services. The plan is to provide 4,000 additional housing units by 2015.

Ms. Haggerty first began the renovation of the 735-unit Times Square after realizing that homeless people were enduring too much day-to-day chaos to concentrate on job-training and other social services. Common Ground provides housing for needy families and single people, including those with HIV/AIDS. It has initiated Streets to Homes to target the most vulnerable homeless, who have often spent years cycling among the streets, jails and shelters, and is working with cities around the world to find local solutions to homelessness.

Ms. Haggerty went to Amherst College in Massachusetts and Columbia University Graduate School of Architecture, Planning and Historic Preservation. Her innovations in providing homes and help for the homeless has been celebrated by numerous prestigious organizations, including Ashoka, which honors leading social entrepreneurs and named her a fellow.

MANAGING STRESS: Leading Fundraisers Share Their Secrets

By Lisa Zbar

These are bad times, in case you haven't noticed. Money worries mean high stress, and stress requires strategies, ways of becoming what the British call a coper. Curious about the methods that Women in Development members are employing to maintain some equanimity in their lives in this raw, cold recession, we interviewed several. Interestingly, what we discovered was that these development professionals had already figured out ways of managing their stress creatively. For them, it is a matter of continuing to do what they have long done to thrive in a profession where high stakes and uncertainty are routine.

The fundraisers we spoke with used methods that ranged from nice lunches out to deep-breathing breaks to developing a sense of trust in what is to come and gratitude for what is now.

Jeanne Driscoll, the first Director of Development at the Museum of American Finance, is trying to keep a light touch in tense times. "What a year to move to Wall Street," she wrote in her annual appeal letter. (She might have included mention of a possible silver lining to the move—the likelihood that visitors who would ordinarily not have given a thought to a Wall Street museum highlighting "The Money, The Power, The History," will now find it fascinating.)

Though Ms. Driscoll works six days a week, she makes sure to do things she enjoys, like going to art museums, taking a weekly yoga class and working out for a half-hour each morning. "It feeds my creativity and provide ideas, and gives me a fresh

mind," she said. "I know that helps with the way I handle the stress."

At the office, she makes a point of commiserating with colleagues and celebrating successes—baking cupcakes, for instance, and taking assistants out to lunch. She finds that being open about workplace news—good or bad—helps the office atmosphere. "Make the effort to keep people informed of what's going on," she says. "Don't feel that the only news you can share has to be good. Letting people know what transpired helps everyone."

Lorna Malcolm, Director of Major Gifts for the National Urban League, first came into the field while studying for a double master's degree. For a while the work and the study were too much. She got a crash course in stress, making herself sick and losing 30 pounds. A colleague told her to get a "yoga mind," and "to go to that place, even for just two minutes, if you feel like you're going crazy." For her, this means taking time during the workday to breathe deeply and let her mind go inward. She augments those minutes of calm with vigorous exercise by working out on a treadmill and using a punching bag. In addition, she maintains a religious faith and goes to church on Sunday.

Poonam Prasad, the President of Women in Development, says her cultural heritage influences her attitude about the rigors of maintaining her consulting company. "I'm from India where we say it's our destiny, it could be worse. This is a bad time. I will do what I can but accept that there is a downturn. In my business, I have more of that attitude."

That helps her with the pressure of leading Women in Development, a job made more difficult by the recession. "We offer top-notch programs as low cost as possible."

It helps, she said, to keep perspective, to be "outwardly focused" rather than dwelling on oneself. As President of WID, with its approximately 800 members, it has been very difficult to hear of all the layoffs in our field. "I have coped by networking my tail off with every search firm and others in our industry who are still hiring so as to ensure that our members get the first crack at any openings."

Like Ms. Driscoll, Marie D'Costa, a marketing and communications director, says that open communication with colleagues helps to reduce her stress levels. She says she keeps her door open—literally—to encourage staff to go in and talk to her. "I pride myself on listening carefully," she said. "It allows me to slow my heart rate." D'Costa credits her daughters, who are nine and eleven, for helping her to develop her listening skills. "I have learned a lot from them."

All of these woman say that raising money for nonprofit organizations that they care about helps keep tension at bay. When they forget, they say they remind themselves why they are doing what they do. "I think what I do is the best thing. I meet the most amazing people and hope that I've done my little part," says Malcolm. "It's one of the things that keeps me going."

President's Message

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Please join me in thanking them all for their tireless efforts and raising a glass to toast their service at our annual Woman of Achievement luncheon on May 19th!

We continually strive for diversity of every type—sector, specialty, ethnicity, tenure, etc. on our board. We hope that in the coming years, as your interest and involvement in this profession and in WID-NY increases, many of you will serve in these key positions.

WID has also tried to take the lead this year in partnering with other organizations in our field to bring you low or no-cost programming on topical issues to supplement our own offerings, and to test the waters in case there are more lean times ahead. Many of you took the opportunity to brainstorm and network with members of the Greater New York Chapter of the Association of Fundraising Professionals and the Planned Giving Group of New York at the Foundation Center in March.

In sum, like many of the nonprofits you serve, both our human and financial resources were greatly depleted this year, but we have strained every muscle to keep our commitment to you by continuing to offer all of the programs and services you are used to, without drawing down on our precious reserve fund.

In addition, we have the most exciting events and programs (some of them for members only) already planned for our next fiscal year which will begin on July 1st. You won't believe who's coming to speak at WID-NY, but my lips are sealed....

With a million thanks for your support,



Poonam Prasad

THE ENVIRONMENT

We asked foundation funders to talk about their work, predictions and challenges in this new environment. Here's what they said:

"Foundations are making changes. Boards are putting more pressure on them. They're more risk-averse. We may be heading for stricter oversight and greater transparency—new 990s. Whistle-blower policies."

—Yancy Garrido, Clark Foundation

"There will be huge changes among nonprofits—mergers, takeovers, simply going out of business. Many nonprofits that were only marginally sustainable, some with only three or four months' reserve, are not going to make it in this environment. The estimate is that 100,000 nonprofits will close, change or merge.

The biggest crisis is the arts. It's a two-fold crisis: arts are the first to go in any crisis because people think they're not as important. And some arts are not terribly well-run from an administrative point of view.

Other changes? There will be more emphasis on governance. A lot of issues coming up are really board issues: the board is responsible for the financial health of institutions... Nonprofits should be looking more at outcomes and make a serious evaluation of what they're doing.

The only good is that this will make organizations better managed, better governed and leaner and more effective. That being said, it's very unfortunate for the clients. It's the clients at the end of the food chain that suffer." — Jane O'Connell, The Altman Foundation

CAN VOLUNTEERING HELP YOU GET THE JOB?

By Barbara Stewart

Yes, jobs are scarce. Yes, foundations are cutting back and nonprofits are laying off—while corporate refugees are eyeing the nonprofit world with hope and hunger.

What now? For the duration, more and more job-hunters are settling for something that looks and seems and sounds very much like a job—but isn't. They are volunteering. They are taking their skills in law, editing, finance and fundraising, and persuading nonprofits to hire them, sort of.

"I'm a big proponent," said Esther Rosenburg, a managing director at Howe-Lewis, an executive search company "It's one of the ways to distinguish tire-kickers just looking

for a job from the ones who are really earnest, true career switchers."

With the crash of big-money mores, of getting more and spending more, the idea of donating time and skills is suddenly attractive and even cool. They are inspired by Obama—and they don't have jobs.

The popularity of volunteering isn't just personal. It's also political. Last month, President Obama signed legislature that tripled the size of Americorps. Mayor Bloomberg, meanwhile, launched a citywide program to increase volunteer opportunities, like police auxiliaries, neighborhood block watch and legal services to people in

danger of eviction. And organizations like New York Cares, which organizes short-term volunteer efforts, and the Taproot Foundation, which provides nonprofits with volunteer services rather than money, have said they are flooded with prospective volunteers. Many are newly unemployed. Unlike interns, who tend to be recent college graduates looking for experience, many of these volunteers are older and have long professional experience—bankers, marketing managers, editors, finance directors, accountants.

Why give those skills away? For numerous reasons—to get out of the house and back into the working world.

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SAVE THE DATE!

MANAGING FOR SUCCESS

Tuesday, June 16th 2009 • 6–8 p.m.

A roundtable discussion moderated by strategic coach Cindy Cornell; with panelists drawn from a wide variety of disciplines including the sciences and arts. We will discuss today's organizational shifts and management changes, touching on managing those new to the field and motivating a challenged team. Come build your skill set! Also ideal for those who want to prepare for future leadership roles. Come early for networking and refreshments during the first 30 minutes.

SUNY College of Optometry
Joseph and Roberta Schwartz Theater
33 West 42nd Street NYC
(between 5th & 6th)

Register Online: www.widny.org



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Can Volunteering Help You Get The Job?

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To learn about the organization, to learn about development. To meet people, to network. To enhance a resume. To feel and to be useful. And finally, in the hope, eventually, of becoming the next in line when a paying job opens up.

"It feels like an immediate and meaningful endeavor," said Andrea Kott, a journalist who does volunteer writing and editing for Riverkeeper in Tarrytown, the Hudson River nonprofit. "I'm learning a ton of stuff—the makeup of the Hudson river, where drinking water comes from, nuclear energy plants."

Joanna Ghiggeri, president of The Search Council in New York, said one client, a recently laid-off lawyer, is currently volunteering at three different nonprofits. "He wants to break into nonprofits," she said. For his part, she said, "they tell him about jobs. They're pleased with his work. He thinks he may get an offer this way."

Is it worth it? The answer seems to be a qualified yes. Development directors and executive search professionals say it's important to choose the organization carefully. It is an excellent way to get to know the company from the inside, to see its flaws and decide if this, really, is a good place to work. It is a way to introduce yourself, to meet others in development and to show what you can do.

"These are people who are really determined," Ms. Rosenberg added. "The market is frozen up now anyway. Why not? For career-changers, it's training. If they're happy with you, you'll be the first one they'll consider."

Women In Development, New York
Newsletter Editor: Barbara Stewart

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