



President's Column

Dear WID Colleagues:

It's a scene everyone in development has witnessed at some point in their careers: the night of your organization's annual dinner dance—at the Waldorf, or some other elegant venue. You've raised hundreds of thousands of dollars from people who have paid \$25,000 (more or less) for a table. Among the guests are the crème de la crème of New York philanthropists, financiers, entrepreneurs, and so on. They are cultured, wealthy and entitled. And as the evening ends, the mad rush begins—for the party favors! Women in evening gowns crowding around to get an Avon gift packet... men in tuxedos clamoring for another T-shirt... and why?

I've thought about the allure of the giveaway for a long time now (some say I should get a life and they may have a point), and it constantly amazes me. My organization ordered pens with our logo that light up when you press a button; press it again and the light blinks. I have given these to major donors at the end of a luncheon and you would think I was giving them a piece of the holy grail. I even had the executive assistant of a managing partner of a major Manhattan law firm call to ask if I can send a pen to her boss—he missed the lunch and didn't get one.

And what is with the umbrellas that don't open, the T-shirts that don't fit, and the bibs that don't absorb? Why are even the most sophisticated and monied donors so delighted by a beach towel?

It's simple, really. Everyone loves to be appreciated and to get something for nothing, even if they already have everything money can buy.

These days, my six-year-old daughter goes to a lot of birthday parties, and that ubiquitous goody-bag is always the culmination of the event. Why, I wonder, are the children who attend getting gifts? What lesson are we teaching them? After all, it's the birthday child who is being honored. The unspoken message appears to be that rather than virtue (in this case, giving a gift) being its own reward, a goody-bag is. That message is reinforced over and over again, until ultimately we see captains of industry competing with patrons of the arts to get their hands on one more party favor at your annual dinner dance.

My conclusion? Get rid of those birthday party goody-bags. In 25 years, no one will expect a gift for attending an event. Short of that? Stock up—your donors will love you for it.

Sincerely,

Barbara I. Leshinsky, President



Ms. Naomi Levine



Dr. Mona Ackerman



Dr. Claire L. Gaudiani

“Women in Philanthropy: Shaping the Future”

FEATURING

Ms. Naomi Levine

Chair and Executive Director
GEORGE H. HEYMAN, JR. CENTER
FOR PHILANTHROPY AND
FUNDRAISING AT NYU

Dr. Mona Ackerman

Psychologist and
Philanthropist

Dr. Claire L. Gaudiani

Senior Research Fellow
YALE LAW SCHOOL

Monday, December 8, 2003 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 Wednesday, December 3, 2003

Sponsored by the George H. Heyman, Jr. Center for Philanthropy and Fundraising at NYU

Naomi Levine, former Senior Vice President for External Affairs at New York University, is a fundraiser extraordinaire, having raised more than \$2 billion in over 20 years of service to NYU. Today, Ms. Levine is Special Assistant to the President of New York University, Chair and Executive Director of the George H. Heyman, Jr. Center for Philanthropy and Fundraising at NYU, and Chair of the Board of NYU's Bronfman Center for Jewish Student Life.

A graduate of Hunter High School, Hunter College and Columbia Law School, Ms. Levine began her career at the American Jewish Congress, rising from a lawyer for their Commission on Law and Social Action to Director of its Women's Division and finally to National Executive Director. Her other significant accomplishments include writing the scholarly works *Ocean Hill—Bronxville: A Case Study of Schools in Crisis and Politics, Religion and Love*; founding and operating a girls' camp, *Camp Greylock*, in the Adirondacks; teaching Law and Race Relations at the John Jay College of Criminal Justice; and co-founding the Interracial Council for Business Opportunity. At NYU, Ms. Levine created the Bronfman Center for Jewish Life and spearheaded the creation of the George H. Heyman, Jr. Center for Philanthropy and Fundraising.

A psychologist by profession, **Mona Ackerman** has been a philanthropist of wide repute for over 20 years. As President of the Riklis Family Foundation since 1981, Dr. Ackerman has supported a broad range of organizations with a focus on Jewish causes, higher education, and museums. She has served in a leadership role at such non-profit institutions as New York University; the Metropolitan Museum of Art; the Weizman Institute for Science;

UJA—Federation of Jewish Philanthropies of New York; the Museum of Modern Art; Rockefeller University; and the Board of Jewish Education. Dr. Ackerman's current affiliations include serving on the Board of Overseers of NYU's Faculty of Arts & Science; the International Board of Governors of the Tel Aviv Museum; and the Board of New Yorkers for Children.

Dr. Ackerman earned her B.A. from New York University and her Ph.D. in Psychology from Yeshiva University. In private practice since 1990, she is an Associate of the Yale University Child Study Center and a Member of the American Psychological Association and the New York State Psychological Association.

Claire L. Gaudiani, currently a Senior Research Scholar at the Yale Law School, is the author of *The Greater Good: How Philanthropy Drives the American Economy and Can Save Capitalism*. Her book uses examples from American history, data and survey results to illustrate her thesis that Americans are not generous because they are rich but rich because they are generous.

Dr. Gaudiani served for 13 years as President of Connecticut College. Under her leadership, the College quintupled its endowment and elevated its rank in the influential *U.S. News and World Report* survey from 41 to the mid-20s. She also served as the volunteer president of the non-profit New London Development Corporation for five years, and remains on the board of the corporation. Dr. Gaudiani graduated from Connecticut College and earned a Ph.D. in French literature from Indiana University. She has served on the boards of numerous for-profit and not-for-profit enterprises, and is a trustee of Worcester Polytechnic Institute. She has received ten honorary doctorates and authored six books and monographs and more than 80 articles.

Women and Philanthropy: Greater Influence and Responsibility

By **Linda C. Hartley**, HARTLEY CONSULTING, INC.



Linda C. Hartley

A growing number of women are engaged in philanthropy, as baby boomers age and women outlive men by an average of seven years. A wealth transfer of at least \$41 trillion will take place in the United States by the year 2052, according to Paul Schervish, sociologist and director of the Boston College Social Welfare Research Institute.

How much of this wealth will be controlled or managed by women? Some estimates reach as high as 70%. What are the implications of women's growing influence in the non-profit sector?

Charitable Giving

Schervish found that what matters most in predicting charitable giving is not gender, race, age, or income, but an individual's "associational capital, their networks and felt connections and the persuasive invitations they receive to give to institutions to which they feel connected."

"What motivates the wealthy is very much what motivates someone at any point along the economic spectrum...from heartfelt empathy to self-promotion, from religious obligation to business networking, from passion to prestige, from political philosophy to tax incentives." Philanthropy is "not the absence of self...but the presence of self-identification with others."

Mary Ellen S. Capek agrees that both men and women want meaningful engagement with causes they support. She cites a study conducted by The University of California which found that commonly assumed attributes of women philanthropists—"personal involvement, wanting to make a difference, recognition, wanting to see the results of giving, feeling responsible for giving—are as true of many men as they are of many women."

Serious Business

Non-profits must take women as seriously as men. This is no surprise to successful fundraisers. Naomi Levine, who raised \$2 billion for New York University over two decades, says that the gender shift is affecting the giving dynamic at NYU. "Women must be recognized and incorporated into campaign strategies," she says. "Looking back, I should have paid more attention to the women, and encouraged the board to recruit more women as trustees."

Susan Weber Soros, founder for the Bard Graduate Center for Studies in the Decorative Arts, is a philanthropist and a fundraiser. She believes that "if you do something people care about, the funding will follow. Trust in an organization, for men and women, must be built over time."

What difference can women make?

Women can continue to promote social change rather than uphold the status quo. They can play a larger role in creating a just and equal society—in their communities, their country and around the world.

Economic inequality persists: 66% of poor adults are women; women earn 25% less than men do for the same work; and two-thirds of women who work do not have pensions. While a growing number of women run foundations, only 5.7% of foundation dollars support programs specifically serving women and girls.

Christine Grumm, former director of the Chicago Foundation for Women, says, "Men have always understood their economic power to bring about change—or maintain the status quo. Women have some real answers for problems facing our society, but there is not enough respect for their ideas. The reason is that we have not flexed our muscle enough in terms of money."

Opportunity and Responsibility

The word "philanthropy" is derived from the Greek root *philanthropos*, which means "loving human beings." The first definition of philanthropy in Webster's dictionary is "goodwill to fellowmen." Women of this generation and the next have the opportunity—and responsibility—to create a more enlightened and inclusive philanthropy, and to recapture the spirit of *philanthropos*.



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New York

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co-sponsored by The Foundation Center.

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