



## President's Column

Dear WID Members,

Go to a national fundraising conference today, and you—as a woman—are probably surprised to see only a handful of men in the room.

What a difference 25 years makes! As you'll read in the accompanying article, in the fall of 1980, our founder, Betty Becker, found herself in quite the opposite scene. Back then, while attending a national fund raising conference, she discovered herself one of only two women in the room—and left that meeting vowing to do something about it.

Fast forward 25 years, and we at WID are not yet finished. Indeed, there is much work that needs to be done: Top positions in fundraising are still held by men; men continue to be the best paid and the most sought after for development positions, chiefly in large organizations. Our mission statement promises to “maintain a supportive and collegial network through which women in development and related fields can assist one another's professional growth”—and so, of course, we'll keep working together to crack the glass ceiling.

But there are many other reasons besides gender why your membership in WID is more valuable and more important than ever. As the new president of the organization that Betty built, my mission is to carry on and expand the vision to include a renewed commitment to what has made WID most special to its members in recent years—a strong sense of fellowship, education, mentoring and networking support, not simply to help you get that next great job or promotion, but to provide you with the edge you need to help you compete even more successfully in an unprecedented, tough climate for donor dollars and higher standards of accountability for each dollar spent.

We uphold these high standards and are committed to helping our members deliver results—on the job, in the community and in their careers.

Among our many new initiatives this year will be to find new ways to incorporate some of the input we received from you during our membership survey this past summer. Under consideration is a new mentoring program for professionals seeking to bring their talents to new organizations and areas of fundraising.

We're also committed this year to providing programs aimed squarely at helping our members tame the challenges of what it means to be a professional fundraiser today—from negotiating better work-life balance to parsing new fundraising models that members can use to advance their careers.

We're growing fast. We've nearly doubled our membership in just the past four years alone, and it's important that we provide new ways for us to get to know each other better.

We can help each other today more than ever before. Join our board members and me this year in keeping WID a leader in finding ever-new and better ways to serve women fundraising professionals. Our doors, as always, are wide open.

Warmest regards,

Brenna Sheenan Mayer  
President



## “Foundation Giving In Uncertain Times”

FEATURING

**Alison R. Bernstein**

*Vice President, Knowledge,  
Creativity and Freedom Program  
Ford Foundation*

Monday, December 6, 2004

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 1, 2004*

**W**omen In Development, New York is pleased to announce our December

6th luncheon speaker, Alison R. Bernstein, Vice President of the Knowledge, Creativity and Freedom Program at the Ford Foundation. Dr. Bernstein will be speaking on the topic of “Foundation Giving in Uncertain Times.”

Regarding the Knowledge, Creativity and Freedom Program's approach to arts funding, in particular, Dr. Bernstein has written the following:

*...artists throughout the world are producing works that comment on and reflect the increasing complexity of life and rapidity of change. They are tackling issues of globalization and its effects as well as probing how particular traditions and customs continue to serve as guides to thought and action. The arts help individuals, communities and cultures express the human condition in multiple and fundamental ways. The arts help us define who we are, where we come from and what we think.*

It is this thought-provoking insight that we look forward to in Dr. Bernstein's talk about foundation giving in our current economic and political climate.

Alison R. Bernstein was appointed Vice President for the Knowledge, Creativity and Freedom Program (KC&F) of the Ford Foundation in 1996. She joined the Foundation in 1982 as a Program

Officer and served as Director of the Education and Culture Program from 1992–1996.

A former Associate Dean of Faculty at Princeton University, Dr. Bernstein is the author of three books, *American Indians and World War II: Towards a New Era in Indian Affairs* (University of Oklahoma Press, 1991; paperback, 1999); with Virginia B. Smith, *The Impersonal Campus* (Jossey-Bass, 1979) and, with Jacklyn Cock, *Melting Pots and Rainbow Nations: Conversations about Difference in the United States and South Africa* (University of Illinois Press, 2002).

Additionally, Dr. Bernstein has published articles in the *Teachers College Record*, *Signs: A Journal on Women and Culture*, *The Chronicle of Higher Education*, and *Tikkun* on issues related to students: transfer from community colleges to four-year institutions, access to higher education for women and minorities, diversity on campus, and the impact of women's studies.

Dr. Bernstein graduated from Vassar College, and received a Ph.D. and an M.A. in history from Columbia University. She is a former member of the Presidential Advisory Board on Tribal Colleges and Universities and the Board of Advisors to the Smithsonian Institution–National Museum of American History. Currently, Dr. Bernstein is a Contributing Editor to *Change Magazine*, and serves on the Board of Project Pericles and the International Fellowships Fund.

# A History of Women in Development, New York

Originally written by Marguerite Gilpatric, CFRE  
Updated by Filomena Gomes

In the fall of 1980, Betty Becker, then Development Director for the National YWCA, attended a meeting of a national council of fundraisers and was dismayed to find that she was one of only two women attendees.

Returning to New York, Betty set in motion the movement that is now WID. She organized group discussions for women fundraisers in a series of meetings at her offices in the old YWCA building to talk about ways to provide encouragement and to help women and minorities enter into and advance in the field of fund raising.

Included in the core WID founding group were: Libby O'Connor, then Major Gifts Director at the YWCA; Ruth Logan and Jeanette Kahlenberg from the staff of the YWCA; Rae Tattenbaum, American Women's ORT; Sanky Perlowin, a VP at Oram Associates; Kay Dayton, Foundation Director at Boys' Club, and Marguerite Gilpatric, Director of Resources, PPEA, Inc. The enthusiasm for these informal get-togethers affirmed Betty Becker's belief that women needed a forum to network and move toward improving their status in development.

The early networking led to monthly luncheon meetings, where an increasing number of women participated in programs and discussions that led to the development of a more formalized structure in 1982. Held on the first Monday of each month, the luncheon programs started with job announcements, moved into introductory remarks, and featured a speaker and a Q and A session—a format that continues today. During the initial period and until 1985, Betty Becker served as informal leader and organizer of the meetings.

Restaurants for these early meetings were selected by reasonable price so that all could feel welcome, but ambiance, good food, and a glass of wine were a must. Also required from the restaurant was a separate meeting room or willingness to open on a day they would normally be closed to the public. From the beginning, the luncheons were popular and well attended.

In the early '80s, while a large number of women had entered the total American workforce as a result of the women's movement, a high percentage of them were still mired in what were called the "pink collar ghettos." The movement into management positions was only beginning. In fund raising, good professional jobs for women were available, but scarce.

That situation changed when Ronald Reagan became president. Reagan's now-famous tax cuts and increased military spending in the early '80s resulted in a major slash in federal grants for social and health agencies. The outcome was a sudden critical need for funds from the private sector. Fundraisers were suddenly in demand, and the barriers for women were down. The unintended consequence of President Reagan's cutbacks was that a new profession opened up for women. It was serendipity that WID was organized and ready to encourage women to make the transition, to find appropriate job opportunities, and to develop professional knowledge and skills. A 1985 National Society of Fund Raising Executives (NSFRE) profile showed that their male membership had decreased to 51% from 62% in 1981.

The Association of Fundraising Professionals (AFP), formerly the NSFRE, profile for 2004 indicates that females comprised 66% of respondents. For the few WID members whose memories go back to the sorry status of women in development in the 1970s and early 1980s, that is remarkable.

In spite of the AFP profile indicating that more women than men are practicing fund raisers, it is apparent to those women who are competing with them that white males are still the gold standard for the best-paid, best-perked and most responsible development jobs, particularly in large organizations. (According to a 2004 AFP survey, men reported an average salary of \$86,459 while women earned \$65,361.) Equality continues to elude women in the job market, but the glass ceiling is beginning to show cracks. WID has been an important influence in the acceptance of women in the development field. Unfinished business: Equality.

## Moving On and Up...

Our congratulations go to these WID, New York members who have made recent career moves.

- **Maureen B. Bannon**, Development Officer, New York University
- **Hollis Cohen**, Executive Director, The New York Women's Foundation
- **Elizabeth Costa**, Director, Corporate & Foundation Relations, Yale School of Management
- **Marcela Hahn**, Vice President for Development, US Committee for UNPFA
- **Renee Greene**, Assistant Vice President, Corporate & Foundation Relations, Continuum Health Partners
- **Susan Anne Mathisen**, Director of Development, National Academy Museum and School of Fine Arts
- **Erica Raven**, Senior Associate, Foundation, Corporate & Government Support, 92nd Street Y
- **Kathleen L. Steed**, Research Coordinator, New York-Presbyterian Hospital
- **Angela Wambugu Cobb**, Development Director, READ—Reading Excellence and Discovery Foundation
- **Rachel Werner**, Development Associate, Covenant House New York

Please notify the WID, New York office ([www.widny.org](http://www.widny.org)) if you change jobs. We will publish additional listings in future issues of the newsletter.



Women in Development  
New York

### Board of Directors 2004–2005

**PRESIDENT**  
**BRENNA SHEENAN MAYER**  
The College of New Rochelle

**VICE PRESIDENT**  
**VIRGINIA H. STRULL**  
Strull Consulting

**SECRETARY**  
**STEPHANIE THOMAS**  
Susan Ulin Associates, Ltd.

**ASSISTANT SECRETARY**  
**KAREN CARUSO**  
Development & Philanthropic Consultant

**TREASURER**  
**WHITNEY NAMM**  
University of Pennsylvania

**ASSISTANT TREASURER**  
**ARLENE SWARTZ**  
Swartz Consulting

#### Committee Chairs

**PATRICIA A. BOSWELL**  
Browell Industries, Inc.  
Arrangements Committee

**CLAUDIA CHOUINARD**  
Results Group International, Inc.  
Nominating Committee

**MELISSA S. COHEN**  
American Committee for the Weizmann Institute of Science  
Sponsorship Committee

**PHYLLIS C. DUNLOP**  
ASPCA  
Communications Committee

**DARCY A. GILPIN**  
Awards Committee

**BOBBIE KRAUS**  
MFY Legal Services  
Career Advancement Committee

**MARGARET (PEG) MASTRIANNI**  
The Breast Cancer Research Foundation  
Membership Committee

**TAO MORAN**  
The Fry Group  
Career Advancement Committee

**BARBARA PERRY MORGAN**  
Bank Street College of Education  
New Programs Committee

**ANN MORRELL**  
American Friends Service Committee  
Job Bank Committee

**POONAM PRASAD**  
Prasad Communications & Research  
Visibility Committee

**CYNTHIA RIES**  
The New York Women's Foundation  
Membership Committee

**ADEE SHEPEN**  
The Calhoun School  
Sponsorship Committee

**ANNALEE VAN KLEECK**  
Lyric Systems, LLC  
Technology

#### Members at Large

**CHANDRA ANDERSON**  
Apollo Theater Foundation

**BONNIE BIONDI**  
Teacher's College, Columbia University

**JEANNINE GLAZEWSKI**  
The Asia Society

**JAIME GREENBERG**  
Sesame Workshop

**ROXANNE GREENSTEIN**

**AILEEN C. HEFFEREN**  
Prep for Prep

**GLORIA KAO**  
New York-Presbyterian Hospital/Weill Cornell Medical Center

**JANE F. KARLIN, PH.D.**  
Hadassah, The Women's Zionist Organization of America, Inc.

**JENNIFER KIRBY**  
**DEBBIE T. NIEDERHOFFER**  
NYU—Stern School of Business

**TAMAR C. PODELL**  
Lincoln Center for the Performing Arts

**MELISSA SANDOR**  
Consultant

#### Immediate Past President

**BARBARA I. LESHINSKY**  
The Advertising Council, Inc.

Newsletter written and produced by the WID, New York Communications Committee: Send your questions, comments and ideas to the Editor at [phyllisa@aspc.org](mailto:phyllisa@aspc.org).

Layout by Dorri Olds [www.dorriolds.com](http://www.dorriolds.com)