



25

*Years of Empowering
Women in Development
New York*

The News of Women in Development, New York

PRESIDENT'S COLUMN

Dear WID Members,

As I write my first message of the year, I am pleased to affirm that WID is in full swing with a successful, well-attended opening luncheon in September and many interesting speakers on the horizon. Thanks to the dedicated work of our committees, the year ahead is packed with innovative programming, broadened member services and increased networking opportunities. Word gets around fast. As many more women are discovering, being a member of WID is definitely a win-win situation.

The enthusiasm and momentum created by a great year last year helped to make our 25th Anniversary reception on July 13th an even bigger success than we had imagined. What an enchanted evening it was for all who attended. Hosted by Naomi Levine, Founder, Chair and Executive Director, and Jane Savitt Tennen, Director, of the George H. Heyman, Jr. Center for Philanthropy and Fundraising, the event was exhilarating, the perfect way to continue our anniversary celebration.

There are many projects in the works so please stay tuned—all year long. Among the most exciting is the upcoming launch of our newly redesigned website. The Technology Committee has spent much of the last year ensuring that the new website is an effective tool for both our organization and our members. I have seen a sneak preview, and I guarantee that you will be as excited as I am at its potential for advancing our members' careers.

Our New Programs Committee is hard at work designing and implementing dynamic ways to address our members' needs more effectively. We will be announcing these special sessions during the year and I hope you will participate. In the meantime, our commitment to career advancement is a top priority and as we go forward, WID will be offering more mentoring opportunities as well as asking for your feedback.

As always, WID exists to serve its membership in the best possible way. We have come a long way in 25 years, but the potential is there to go much farther. So here's to yet another exciting year. By all means, get involved, make new friends, network and exchange those business cards, participate to the fullest. We have a lot to celebrate!

Warmest regards,

Brenna Sheenan Mayer
President

SAVE THE DATE

Mark your calendars now!

Monday, February 6, 2006

12 p.m. to 2 p.m.

WID will host a lively panel discussion entitled
*Advancing from Development to
Non-Profit Management*

Participants include:

Aileen Hefferren

Chief Executive
Prep For Prep

Karen Brooks Hopkins

President
Brooklyn Academy of Music

Wanda Wooten

Executive Director
Stanley M. Isaacs Neighborhood Center

Alair Townsend,

Publisher

Crain's New York Business

will moderate this special luncheon program,
part of WID, NY's continuing
25th Anniversary celebration.

The Princeton Club
12 West 43rd Street

Visit www.widny.org to register



“Relationship Building— A Fundraising Tool”

FEATURING

Ilene Mack

*Senior Program Officer,
The Hearst Foundation, Inc.*

Monday, December 5, 2005

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, November 30, 2005

To register: visit www.widny.org

Ilene Mack joined the Hearst Foundations in 1974 and has been in her current position as Senior Program Officer since 1986. As such, she is responsible for supervising program staff as well as support staff of both Hearst Foundations—The Hearst Foundation, Inc. and the William Randolph Hearst Foundation, founded in 1945 and 1948 respectively by philanthropist William Randolph Hearst. She also acts as liaison with the Foundations’ San Francisco headquarters. The Foundations provide approximately \$40 million annually in grants to some 500 nonprofit organizations across the country concerned with providing access and opportunity to diverse populations with several areas of interest: Education—primarily at the undergraduate level through the establishment of endowed scholarships; Health—working largely through leading regional hospitals and medical centers, the Foundations focus on prevention, wellness, and access to healthcare services for disadvantaged populations in both urban and rural communities; Human Services—focuses on meeting the needs of the poor and underserved populations by assisting well-established larger agencies, providing comprehensive services; and Culture—providing support to major institutions with an emphasis on education and community outreach to increase access and educational opportunities.

Ms. Mack’s topic for the December 5th Luncheon will focus on the importance of relationship-building as a fundraising tool. She will speak about how cultivating prospective donors can correspond with the steps we take to form relationships

in our personal lives, and how nurturing our business partnerships is an essential part of our work in the philanthropic and fundraising fields.

In her spare time, Ms. Mack has served on several committees for *Independent Sector*, the national membership organization of more than 850 grantmaking and national voluntary organizations, as well as on the planning committee for its annual meetings; and she participates in the programs and activities of the *Council on Foundations*, the national and international membership organization of grantmaking institutions.

In addition, Ms. Mack serves on the Board of *The Teachers Network IMPACT II*, a national organization that encourages and supports teacher leadership in the public schools, where she is actively involved in fundraising and board development, and sits on the National Advisory Board of the *Yale-New Haven Teachers Institute*, an educational partnership designed to strengthen teaching and learning in schools across the country. She has recently joined the Board of *ENACT—Education Network of Artists in Creative Theatre*, an organization using creative drama in public schools to facilitate students’ social and emotional learning, behavior change, and to stimulate self-reflection.

Mrs. Mack participates as a speaker and panelist for several local and national philanthropic and educational organizations. She graduated from Brooklyn College in 1959 with a Bachelor of Arts degree in Speech Therapy and Theater.

Thank You!

Women In Development, New York, wishes to thank the following individuals for their contributions in making our 25th Anniversary Celebration in July such a success:

Janet Falk, for handling the public relations so efficiently, **Andrea & Associates** for their assistance with the press releases, and **Joan Jacobus** for the design of the invitation.

How Women are Impacting the Philanthropic Landscape

by Betsy Fuchs, Member, WID, NY Communications Committee

Google “women and philanthropy” and prepare to be amazed. In a field that, 25 years ago, was dominated by men, women have quickly moved into organizational positions of power and now control more assets than ever before—a reported 51% of the nation’s wealth, in fact. According to the Council on Foundations, one third of foundation trustees and nearly half of foundation board members are female. “Women’s funds” and foundations focused on women’s issues that were pioneers in the 1970’s have become the blueprint for hundreds of female-focused organizations today. And women continue to bridge the gap in individual giving, earning and contributing more to charitable causes each year.

But while the ever-increasing control women gain over our country’s capital is celebrated, we also must study how this change-in-command will affect the strategies used to market our organizations—as well as those used to attract and cultivate the female partners and donors of tomorrow.

Staking the Claim

The facts and figures speak for themselves. According to a survey done by the Council on Foundations, women held 50% of foundation CEO positions and 68% of program officer positions in 1997. The Women’s Fund of Rhode Island reports that 41% of the 3.3 million Americans with incomes of more than \$500,000 are women; and 71% of corporate giving programs, 56% of community foundations, and 49% of family foundations are led by women.

Women are staking their claim in America’s corporate, political, and private sectors, and analysts expect women to be earning and inheriting even more of the nation’s wealth over the next several years (it is estimated that 85–90% of those left in charge of an expected \$41 trillion in inherited funds by 2044 will be women). Even more pertinent to fundraisers, however, is a 1999 survey of members of the Committee of 200 (women whose companies’ revenues top \$15 million or who manage divisions that produce more than \$100 million annually), which reported that 42% of those surveyed agreed that “the way they are asked” can be a barrier to their giving.

Riding the Wave

As the fundraising tides turn to include increasing numbers of female individual donors and woman-directed philanthropies, non-profit professionals are logically looking to re-design their predominantly male-centered strategies for attracting and cultivating prospective donors. In order to do this successfully, however, we must first understand the motivations behind why and how women give. Initial research including Kay Sprinkel Grace’s 2000 *Ten Things You Should Know About the Impact of Women on Philanthropy* and Lilya Wagner’s 2004 *onPhilanthropy* article *Women and Philanthropy: The Power of One!* show that women’s philanthropic priorities do not

necessarily mirror those of their male counterparts. The following attributes, though not definitive, tend to inspire the giving of female philanthropists:

- Women give as a result of relationships, because they identify with a cause, and based on personal ethics. They usually do not give in anticipation of name-recognition or tax incentives.
- Women get involved with an organization before they give—and remain involved to celebrate and leverage the results.
- Women view philanthropy as a tradition and give time and money based on a sense of familial, community, and/or social responsibility.
- Women value volunteering and are more likely to engage in and encourage their employees to engage in volunteer work.

Additionally, Grace concludes her article with an interesting observation, “All philanthropy is increasingly being characterized by what has always been the hallmark of women’s philanthropy: the need for involvement, the presence of values as the driving motivation, the need to see results and make a difference, the need to give back, and the need to find meaning in relationships and results.”

Spreading the News

Finally, though still considered a “new trend” that requires more foundational research, the role of women as philanthropists is being taken very seriously across the country. United Ways nationwide have made the subject a major focus, working to empower women as philanthropists and community leaders. Entire organizations have been built around the movement, most notably “Women & Philanthropy,” a Washington DC membership outfit that serves as a communication network and resource center. And educational institutions have begun creating internal organizations and committees dedicated to studying and forwarding the work of women in philanthropy. One outstanding example involves The Center on Philanthropy at Indiana University, which has launched an extremely broad “Women’s Philanthropy Institute.” In addition to delivering extensive information and resources online, the Institute sponsors events and annual symposiums that focus on timeless topics like advocacy and leadership.

For further information and substantive collections of online resources, visit UCLA’s Women and Philanthropy resource page at <http://women.support.ucla.edu>, Women & Philanthropy’s website at www.womenphil.org, and Indiana University’s Women’s Philanthropy Institute at www.womenphilanthropy.org.

Welcome New Members!

The following joined WID, NY between May 1 and October 1, 2005

Elizabeth Abele, Ph.D.	Mindy Gordon	Karen Lieberman-Daly
Lillian Anne Abreu, MSW	Diane Graszik, CSW	Lois Lindauer
Leslie Adato	Lynne Gugenheim	Deborah Lipton
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Lisa Alpert	Marianne Gunther	Allison Lyon
Jamee Ard	Takeshi Hall-Ruff	Irina McCreery MacGuire
Germaine Arginteanu	Joan Halligan-Wang	Lorraine Ahlers Mack
Jenny Marie Azrak	Mary Hannah	Linda Mancini
Pamela Babb	Carmen Harper	Laura Manheim
Molly Baran	Julia Harris	Gail Marino
Francine Baras	Krista Hay	Emily Mack Marshall
Brooke Bates	Amie Hibbard	Allison Martin
Jessica Berenblum	Katy Higgins	Sandra Martinez
Marissa Beringer	Hallie S. Hobson	Robin Masee
Deborah Bernick	Renee Hoehn	Sara Mayeux
Preeti Bhuyan	Angela Hollis	Wendy Mazo
Beverly Blake	Georgia Lee Hussey	Lauren McGowan
Karen Bloom	Lauren Galliker	Catherine McGrath
Anne Bollinger	Jill Garland	Mamie McIndoe
Elizabeth Botta	Michelle Gerber	Becki Melchione
Laura Brennan	Janna Gjesdal	Angela Evosevich
Janis Brooks	Eliana Godoy	Mendolaro
Emily Brouwer	Beth L. Golden	Meredith Clark Meth
Monica Brown	Mindy Gordon	Milka Milliance
Lisa Lustgarten Byala	Diane Graszik, CSW	Olivia Mitchell
Kimberly Caesar	Lynne Gugenheim	Beth Mohsinger
Susan E. Canter	Gregory	Leslie Monsky
Catherine Carruth	Joan F. Grzybowski	Janet M. Morgan
Carolyn Castellano	Marianne Gunther	Lisa Mueller
Cynthia Cendamo	Takeshi Hall-Ruff	Gail Nardin
Deborah Chay	Joan Halligan-Wang	Elizabeth Nystrom
Ruth Cohen	Mary Hannah	Adaku Nzeribe
Mariah Contreas	Carmen Harper	Danielle Officer
Maureen A. Corbett	Julia Harris	Aileen Parker
Carolyn Crandall	Krista Hay	Miriam Patterson
Elizabeth Fallon Culp	Amie Hibbard	Kathi Pavlick
Anne Daniel	Katy Higgins	Joanne Pergolis
Sophie Danner	Hallie S. Hobson	Kate Permut
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Katherine Rabinovich	Angela Hollis	Sarah Petrey
Delaney	Georgia Lee Hussey	Maria Petulla
Susan DeMaio	Johannah Jayne	Toyia Phillips
Gretchen DeMatera	Hutchison	Anita Pierce
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Rachael DiMaria	Perri Beth Irvings	Adrienne Prassas
Kerry M. Donohue	Dionne Jackson	Patricia L. Prunty
Andrea Dowd	Judith Jackson	Caitlin A. Quinn
Dawn Duncan	Holly R. Johnson	Dione T. Rabago
Jessica Egan	Rebecca M. Joseph, Ph.D.	Gayathri Rajasekhar
Alexandra Eid	Alyson Kanney	Stephanie Ramos
Debra Evans	Suzanne Kaufman	Michele Rattien
Jessica Exelbert	Gisela Keller	Carolyn Razzano
Marie Falsey	Merideth Kerby	Jamie Johnston Renwick
Michele F. Felicetta	Robin Klor	Maggie Ress
Cathy Finney	Anna Kornilakis	Tina Rice
Deborah Flanagan	Laurie Krotman	Pamela Bol Riess
Erin Flannery	Katia Lafond	Beatrice M. Robbio
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