

Looking to the future

The Women's Philanthropy Institute to join forces with the Center on Philanthropy at Indiana University

An exciting new opportunity is on the horizon for the Women's Philanthropy Institute (WPI). Effective January 1, 2004, WPI will join forces with the Center on Philanthropy at Indiana University and move to its new home on the campus of Indiana University-Purdue University in Indianapolis, Indiana.

"As we look to the future of women's philanthropy, our Board of Directors believes in order to meet WPI's strategic goals it is necessary to collaborate with another organization," said Cheryl L. Altinkemer, Chair of the WPI Board of Directors. "The opportunity to formalize our longstanding relationship with the Center on Philanthropy is something we have been working on for several months. We could not ask for a stronger partner to join forces with as we continue to expand and strengthen women's philanthropy. We believe that with the Center's networking strength and research capacity, the women's philanthropy movement will be taken to the next level in ways that no other organization, including WPI, could accomplish alone," said Altinkemer.

"We are extremely pleased to bring the Women's Philanthropy Institute into our Center," said Eugene Tempel, Executive Director of the Center on Philanthropy. "Women have always played a crucial role through their often-unheralded philanthropic actions. Today, the importance of women as donors is growing rapidly. The issues addressed by WPI are a natural fit for our Center; they will complement our work and expand it in exciting new directions. WPI's efforts to bring attention to and build women's philanthropy are widely recognized and we are looking forward to supporting

WPI's mission throughout the Center on Philanthropy."

The Center on Philanthropy is the largest and most comprehensive academic center dedicated to research, teaching and practice related to philanthropy, fundraising, and management of nonprofit organizations. The Center provides a wide selection of academic degree, non-degree and certificate programs, and professional development and training opportunities. Among those are master's degrees in philanthropic studies and nonprofit management, and a Ph.D. in philanthropic studies. The Center also offers fundraising training through The Fund Raising School. The Center has served thousands of nonprofit professionals, volunteers, and students through its programs and is recognized worldwide as a leading center for the research, teaching and practice of philanthropy and nonprofit management.

"WPI has established a very valuable base of knowledge in this critical area of philanthropy. Combining its understanding of these issues with the Center's expertise in providing training programs, seminars and workshops through The Fund Raising School will offer constituents of both organizations a richer and more informed experience,"

(continued on page 20)

New Address as of January 1, 2004

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Message from the Chair

WPI looks to the future and new relationship with the Center on Philanthropy

by Cheryl L. Altinkemer



The Women's Philanthropy Institute Board of Directors is extremely pleased about our future with the Center on Philanthropy at Indiana University (see front page article) and is very much looking forward to beginning our journey together in January. Since WPI's creation six years ago, we have met and exceeded so many of our goals and by joining forces with the Center we are now poised to make even further progress.

There are many people to thank for helping to make this new opportunity for WPI a reality. First and foremost, we appreciate the leadership and commitment of WPI's Board of Directors and current staff Sarah L. Spradlin, President and CEO, and Roxanne Solomon, Director of Programs. A very special thanks to Executive Director Gene Tempel, Director of Public Service Tim Seiler, Special Assistant Jennifer Staashelm, Chief Development Officer Linda Brimmer and the Center on Philanthropy Board of Governors for welcoming WPI so warmly. This transition and our accomplishments would not have been possible without the strength and openness of both organizations. We look forward to a wonderful relationship that will help to make women's philanthropy even stronger.

Since WPI's founding in 1997,

- Speakers representing WPI have given more than 200 workshops and other presentations all across the United States, reaching more than 15,000 women donors and philanthropy professionals with a message of empowerment for women.
- We have written or provided information for feature stories on women's philanthropy in *Time*, *CASE Currents*, *Boston Globe*, *Washington Post*, *Health Magazine*, *New York Times*, *Wall Street Journal*, *Family Circle*, *Baltimore Sun*, *Lansing State Journal*, *Crain's Detroit Business*, *Chicago Tribune*, *CBS Marketwatch*, *Princeton Alumni Weekly*, *Home & Family Finance*,

Chronicle of Philanthropy, *Rochester Democrat and Chronicle*, *Wichita Eagle*, *Fort Worth Star-Telegram*, *Greenwich Citizen* and several other publications and websites.

- We have assisted several organizations with their own programming, including: the White House Conference on Philanthropy; the Committee of 200; Council for Advancement and Support of Education; Action for Children; University of Tennessee; National Center for Women Business Owners; UCLA; Lutheran Social Services of Minnesota; California State University, Long Beach; Rutgers University Foundation; Oregon State University Foundation; Rachel's Network; the University of Connecticut Foundation; and Purdue University.
- In March 2002, we held our first national conference in Dallas, Texas. The program brought together 300 philanthropists, nonprofit leaders, volunteers, foundation executives, and development professionals to network and learn about women's philanthropy.
- In July 2002, we began the first of three regional workshops WPI has convened on women's philanthropy. Our first program in Pontiac, Michigan attracted 68 attendees, the second in Jacksonville, Florida attracted 130 and the most recent on September 23rd, in Greenwich, Connecticut (see story on page 4), which featured CNN News Anchor Paula Zahn, brought together 240 current and aspiring women donors to learn about becoming philanthropists and the importance of strategic philanthropy.

Women philanthropists across the United States continue to use information from WPI to improve organizations in their own communities. That is why WPI exists – to help women achieve their philanthropic visions. We are very proud of our accom-

plishments but we know there is much more work to do. We believe that by working with the Center on Philanthropy, WPI will be better able to accomplish its mission to:

educate and inspire women to invest their resources strategically to effect change in their communities, act on their values and fulfill their personal vision to create a better world through philanthropy.

As my term as Chair of the WPI Board ends and we begin anew in 2004 with the Center on Philanthropy, I wish to thank my colleagues, past and present on the WPI Board of Directors for the opportunity to work with them and to lead a wonderful organization that has made such a difference in both my personal and professional

lives. A very special thank you goes to all of WPI's current and past donors, especially founding benefactors, Madelyn Levitt and Lorna Wendt, for their commitment, leadership, and for recognizing the importance and need for an organization such as WPI to exist. I would also like to thank Sondra Shaw-Hardy and Martha Taylor, co-founders of the Women's Philanthropy Institute for their foresight in bringing women's philanthropy to the attention of so many and for bringing me onto the Board as a founding member. The leadership of former Executive Director Andrea Kaminski, Board Presidents Debra Engle and Pat Lewis and Chair-elect Ellen Remmer have been inspirational as well.

This is an exciting time for the women's philanthropy movement! Thank you for helping to strengthen WPI. We look forward to embarking on this new path and hope you will continue your support. ■



1st row: Christine Lodewick, Kay Sprinkel Grace, Cheryl Altinkemer, Sarah Spradlin, and Roxanne Medina-Solomon.
 2nd row: Barbara Wessel, Mary Pat Berry, Joy Picus, and Ellen Remmer.
 3rd row: Annette Park, Sharon Burns, Jane Leighty Justis, Julie Davis, Arline Stephan, and Martha Taylor.

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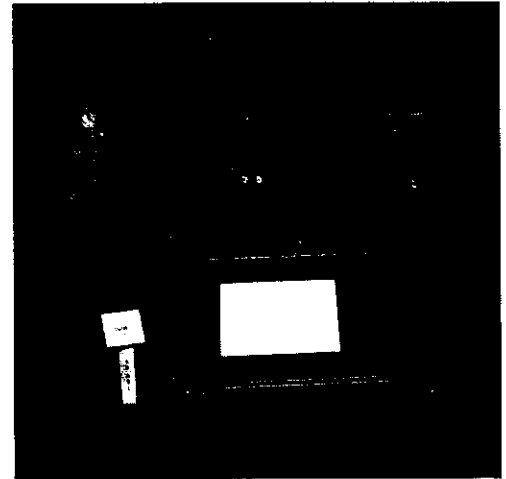
Barbara Wessel
 Essex Junction, Vermont

Women's Philanthropy, now more than ever

It seems the world, now, more than ever needs a woman's touch," said Paula Zahn, CNN Anchor and keynote luncheon speaker for the Women's Philanthropy Institute's third regional workshop, *The Joy and Influence of Giving* in Greenwich, Connecticut on September 22, 2003. The event was sponsored in part by Columbia Management Group and Fairfield County Community Foundation, Fund for Women and Girls. Although the majority came from neighboring communities, some in the crowd were drawn from as far away as California and Florida. All came to learn from nationally known experts in women's philanthropy, as well as active philanthropists. The workshop was formed in answer to many requests from women donors who wanted to learn how to be more strategic in their philanthropy.

A highlight of the workshop was the keynote luncheon address by Paula Zahn where she spoke not only about her career but also about her commitment to philanthropy. Zahn shared her belief that philanthropy could be increased in the United States if more people would talk about their philanthropic work, why they give, and the effects of their gifts. The world needs to hear what is being done and others will be inspired to give.

During her message, Zahn shared her own personal philanthropic journey. Zahn



Left to right: Sarah L. Spradlin, WPI President and CEO, Paula Zahn, CNN News Anchor and "Women of Vision Award" winner, and Christine Lodewick, Workshop Chair.

reminisced about how her parents, instilled in her at an early age, the value of giving talent as well as treasure. Zahn also spoke on how her giving developed as her "frame of focus" changed with maturity, financial stability and starting a family. Zahn stressed the importance of passing on these values to her children. "Start early to teach children the joy of sharing," she emphasized. "Teach them by example, too."

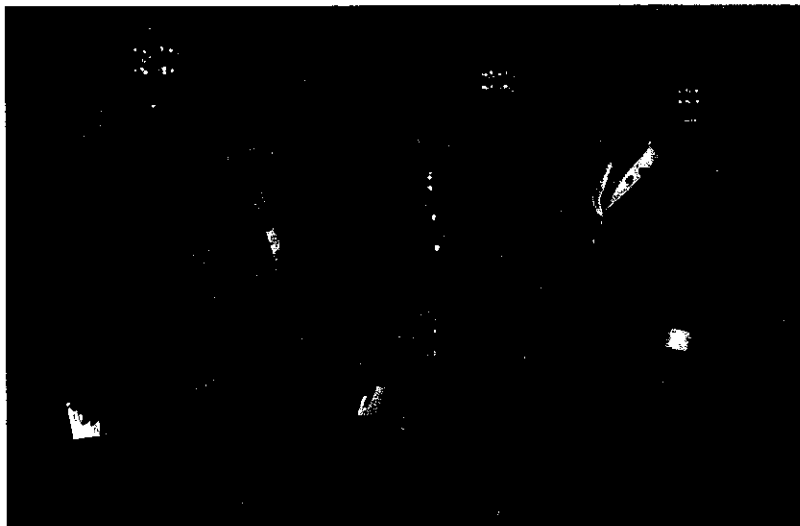
In recognition of her contribution and support to cancer awareness and research, Zahn was awarded the Women's Philanthropy Institute, *Women of Vision Award*. The *Women of Vision Award* highlights the unique outstanding commitment of women philanthropists to their philanthropic causes.

Those who attended the workshop experienced a donor focused educational program and the opportunity to network with national experts in the field of women's philanthropy. The sessions were designed to engage both aspiring philanthropists and experienced givers. Topics included: developing and maximizing gift plans, encouraging philanthropy in the next generation and highlighting the effectiveness of giving. Throughout the day, inspiring stories from other women donors were woven into the program.

The audience for the workshop included not only active donors, but also aspiring donors, financial advisors, volunteer leaders,



Left to right: Sarah L. Spradlin, Ellen Remmer, Arline Stephan, Barbara Wessel, Philip Lodewick, Joy Picus, Paula Zahn, Kay Sprinkel Grace, Annette Park, Sharon Burns, Jane Leighty Justis, Cheryl Altinkemer, and Julie Davis.



Workshop Attendees include Purdue University Alumnae: Eileen Bedell, Mary Harreld, Jane Daniels, Kay Pierce, Cheryl Altinkemer, and Janet Denlinger.

development professionals and officers from nonprofit organizations. More often than not, the attendees were wearing multiple hats as professionals, donors and volunteers. The workshop was an ideal setting for representatives from nonprofits to bring donors and prospective donors and offer them a chance to raise their knowledge of their personal potential as a philanthropist, gain leadership skills and interact with their peers.

The assistance of the Workshop Advisory Committee was key to the success of the workshop. Members of the Workshop Advisory Committee assisted in spreading the word about the coming event by sending out the invitations to their supporters and personally inviting people to attend. In addition they provided volunteers, media contacts and referrals to local vendors. The Members of the Workshop Advisory Committee include: American Association of University Women - Connecticut; Association of Fundraising Professionals - Fairfield County Chapter, Inc.; Connecticut Association of Nonprofits; Connecticut Council for Philanthropy; Connecticut Valley Girl Scout Council, Inc.; Darien United Way & Community Council, Inc.; Fairfield County Community Foundation, Fund for Women and Girls; Girl Scout Council of Southwestern Connecticut, Inc.; Leave A Legacy; New York Regional Association of Grantmakers; Permanent Commission on the Status of Women; The University of Connecticut Foundation, Inc.; The Women's Perspective; and the Women Donors Network.

Although the day was drawing to an end, the excitement and enthusiasm for

women's philanthropy that had been generated throughout the workshop seemed to only increase. Attendees emerged eager to apply what they had learned as they go forward in their philanthropic journey. Their words speak for themselves:

- "Now I'll not be embarrassed about letting other women know how rewarding it is to make commitments."
- "I'll be more selective so I can do more good for agencies I have a passion about."
- "The seminar has inspired me to get involved again in my community – with a plan!"
- "I think I'll increase my giving."
- "I want to get more involved in the leadership positions and start a giving circle."
- "I will be more passionate about where/how I spend my time and resources."
- "It (the workshop) made me want to give more."
- "I'm recharged to keep on giving."
- "I'm inspired to be even more proactive."
- "I now realize directed giving is key."
- "Hearing all the inspirational stories was the best part of the workshop."
- "I am more encouraged about my ability to effect change and motivate women."
- "I will share this knowledge with others." ■

Women and philanthropy: A manly success story

by Kay Ballard, J.D.

"In my opinion, women are the key constituency that will have the greatest ability, through philanthropy, to impact change in society in the 21st century. The earnings they generate, the wealth they will inherit, requires that all development professionals make a focused pro-active effort to cultivate women as donors. I feel that any non-profit organization that does not develop partnerships with women of influence is making a tactical mistake. I cannot see myself moving forward establishing a strategic fundraising plan for my foundation without making female philanthropy a major objective."

Barry Haber
Executive Director
Capital Health System Foundation
Trenton, New Jersey

Do you have to be female to be a leader in the women and philanthropy movement? Decidedly not. Meet Barry Haber, a male with a women and philanthropy mission.

In March 2002 at the Association of Fundraising Professionals' International Conference in St. Louis, Missouri, somewhat out of curiosity, Haber attended a women and philanthropy presentation by the Women's Philanthropy Institute. He instantly saw the opportunity and promise of launching a women's initiative at his foundation. He decided that very day to do so immediately upon his return to New Jersey.

And from that day his enthusiasm for the project never waned. A well-organized and energetic man, Haber quickly put together an action plan based on ideas from the WPI speaker's presentation and his own knowledge and good judgment.

First, he arranged a meeting with his employer to offer a concise, well-reasoned summary of the opportunity for the Foundation and to seek institutional buy-in and readiness for a women's initiative. Haber received enthusiastic support for his idea.

Next, recognizing that he had yet to develop expertise, he called Women's Philanthropy Institute and contracted for consulting, advisory, and speaker's services from the speaker/consultant he had heard at the AFP Conference. In their initial call, Haber sought and received feedback and suggestions from the WPI speaker/consultant concerning his basic idea and accompanying action plan.

Haber's ambitious idea was that within the coming year the Capital Health Systems Foundation would host a regional conference on Women and Philanthropy. The WPI speaker/consultant asked Haber about his goals for the proposed conference – what resulting benefits he hoped to receive for his foundation. Haber was very clear in his answer. He said that he believed that it was important to his region that individual women as well as development officers receive information about the potential transforming effect of women's philanthropy and that he accepted, on faith, that his foundation would reap substantial benefits by providing the conference.

So, to that end, Haber began recruiting his Women and Philanthropy Conference Committee, an impressive group of ten business and community leaders, many who had no prior relationship with the Capital Health System. Haber met with each of them personally to establish a connection and rapport and to better determine their interest in the project and the talents, abilities and contacts they would bring to the committee. He then hosted a luncheon for the committee and brought in the WPI speaker/consultant to meet with the committee to give them a context concerning the women's philanthropy movement. With the support of his conference committee, Haber boldly set a date for the conference.

Even before the conference convened, it was the source of great success. Through the process of planning it, Haber increased the visibility of his foundation both within the Capital Health System and in the larger community. He deftly used the conference to forge a prestigious partnership with Rutgers

University. He received substantial financial underwriting for the conference from a variety of corporate and institutional sponsors. And he put into place a committee of talented, influential women who became engaged with their work on the conference and poised to take the next steps to continue the women's initiative. On a personal level, his excellent work on the project increased his visibility within his organization and resulted in a substantial promotion.

The conference, *Women & Philanthropy: Making a Difference for Your Community*, took place on April 9, 2003 in Princeton, New Jersey. It was well attended and well received. Participants enjoyed an opening keynote speech by Olympia Dukakis about philanthropy as advocacy and a wide variety of excellent educational sessions presented by local experts. A WPI speaker provided the luncheon keynote presentation.

Those who attended the conference enjoyed the day and each other's company. More importantly, many stated that they had received practical ideas that would help them grow and improve in their personal practice of philanthropy.

Throughout the past year, Haber took every opportunity to develop his own expertise about women and philanthropy. He did so formally through such activities as attending a WPI Regional Conference on women and philanthropy in Jacksonville, Florida and selecting the Women and Philanthropy track at his local AFP chapter's annual fundraising conference. And, importantly, he developed additional expertise through the act of creating and producing his own regional conference. By virtue of his actions Barry Haber has established himself as a true leader in the women and philanthropy movement. ■

Kay Ballard, J.D. is a speaker, author and philanthropic consultant who resides in Middleburg, VA.

How it happened: The partnership with Rutgers

At the time Arline Stephan, WPI Board member and then Senior Director of Development Programs at Rutgers University, met Barry Haber at a local AFP conference, and learned of his plans to host a regional women and philanthropy conference, she was in the process of setting up a similar full day conference on the Rutgers campus. After some thought, Stephan decided that it made enormous sense to combine efforts, so she called Haber and suggested it.

Stephan realized that their two organizations share a similar vision. The Capital Health System is well known for its excellent patient care and community health outreach. As New Jersey's flagship university and land grant institution, the mission of Rutgers, The State University of New Jersey, is excellence in teaching, research and service to New Jersey communities.

Haber readily agreed to the partnership, so Stephan and four members from the "Women and Philanthropy: Making a Difference for Rutgers" Advisory Council joined the original conference planning committee and were instrumental to its success.

Stephan hopes that the partnership will continue. She said, "I feel fortunate to have found a colleague nearby who shares my goal of teaching women how to maximize their philanthropy and experience the joy of giving."

—KB

Analysis and report of on-line survey of U.S. women and philanthropy programs

Results underscore importance of passionate, female volunteer leader

Survey Conducted Summer 2002 and Reported Summer 2003
by M. Ann Abbe

Those of us who are middle-aged products of the 1960s/1970s women's movement learned a long time ago that equality in every aspect of life is never truly achieved – for anyone. But we have seen immense change throughout our lifetimes, including educational attainment that fueled subsequent changes in life options. Today, new career choices allows women to earn their own money, and, consequently allows them to become philanthropists in their own right, encouraged by dedicated volunteers and fundraisers who lead and inspire them.

Fortunately, such visionary fundraisers as Sondra Shaw-Hardy and Martha A. Taylor, founders of the Women's Philanthropy Institute with Andrea Kaminski, recognized a need to educate women about giving, as well as a need to educate fundraisers about gender differences in asking.

Around the same time – even a few years before – women's funds and foundations were being created across the country. With momentum gained from efforts such as these, the women's philanthropy movement emerged and gained strength. And women and giving initiatives grew – at national nonprofit organizations (NPOs), at colleges/universities, at women's funds and at local and statewide nonprofit organizations.

This 2002 survey of formal women and philanthropy programs at NPOs and universities was conducted for these purposes:

1. to glean additional information about the success or lack of success of organized women and philanthropy programs,
2. to find basic data about those organizations,
3. to share that information with similar organizations as well as those organizations contemplating the creation of women and philanthropy initiatives.

This report details the findings from this study.

METHODOLOGY

This online survey queried 92 universities/colleges, local and national NPOs, and several women's foundations, all of whom had or were considering the establishment of women and philanthropy programs. Forty organizations responded for a 43.5% response rate.

The survey was emailed in the Summer of 2002, hosted by SurveySuite, with a follow up email three weeks later to those who had not responded. It included quantitative questions, as well as open-ended, narrative questions, to obtain information related to:

- Organizational type,
- Success or lack of success,
- Measures of success,
- Advice to other organizations.

SURVEY DEMOGRAPHICS

The 40 responding organizations can be placed in the following categories:

- 16 national nonprofit organizations with state/local chapters,
- 11 university-based programs,
- 6 stand alone women's funds,
- 6 stand alone local or state NPOs,
- 2 hospital-based organizations,
- 1 women's fund within a community foundation,
- 1 corporate foundation.

Thirty-three had created women and philanthropy initiatives, and four others were considering this possibility. Three were not.

BUDGET ANALYSIS

Organizational annual budgets ranged from less than \$250,000 to more than \$1 million, with large universities and national NPOs, quite naturally, holding the largest budgets. While 62% of the \$1 million budget organizations had large women and philanthropy budgets as well, other organizations, even some with less than \$250,000 overall

budgets, had women and philanthropy budgets of more than \$20,000, signifying the importance of and confidence in their potential.

BUDGETS COMPARISON

Organizations that were originally established as women's funds or foundations had the largest women and philanthropy budgets. It is clear, however, that regardless of budget level, organizations see the deep value in cultivating and soliciting women, and have matched their organizational values to their budget categories.

\$1 Million + annual budget – 21 organizations

- 62% had women and philanthropy budgets of \$20,000 or more,
- 9.4% had women and philanthropy budgets between \$10,000-19,999,
- 4.7 % had budgets between \$7,500-9,999,
- 4.7% had no budget,
- 19% did not respond to this question.

\$500,000-999,999 annual budget – 3 organizations

- 66.6% (two) had women and philanthropy budgets of \$7,500-9,999,
- 33.3% (one) did not respond to this question.

\$250,000-499,999 annual budget – 4 organizations

- 25% (one) had budget of \$20,000 or more,
- 25% (one) had budget of \$10,000-19,999,
- 25% (one) had budget of \$5,000-7,499,
- 25% (one) did not respond to this question.

Less than \$250,000 annual budget – 12 organizations

- 58.3% (seven) did not respond to this question,
- 16.6% (two) had budget of \$20,000 or more,
- 8.3% (one) had budget of \$10,000-19,999,
- 8.3% (one) had budget of \$7,500-9,999,
- 8.3% (one) had no budget.

CREATION DATES OF WOMEN AND PHILANTHROPY PROGRAMS

Thirty-two respondents answered this question. All programs established prior to 1993 were, in effect, women's funds/foundations such as the Global Women's Fund or large university-related programs. The importance, here, is not that many programs are more than 10 years old, but that 75% of the women and philanthropy programs in this survey group who responded were founded after 1993. They are prime candidates to be nurtured, encouraged and inspired by older, more stable organizations.

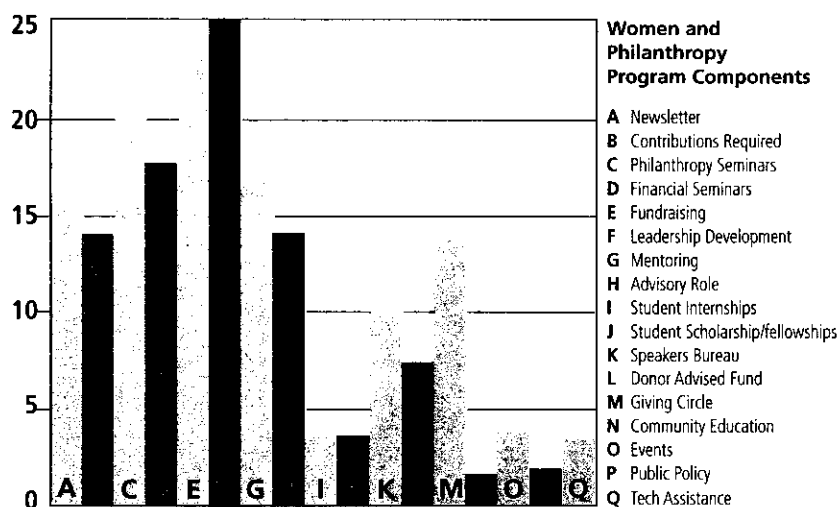
No strong correlation was found when comparing dates of creation to size of women and philanthropy budgets. Larger organizations simply had larger program budgets.

REASONS FOR CREATING PROGRAMS

Why did women and philanthropy programs grow so rapidly in the 1990s? The most important responses included: organizations had never adequately cultivated women, they had a sufficient pool of female prospects, and they now recognize that women earn/control significant amounts of money that, strategically placed, can help change society.

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Analysis and report of on-line survey *(continued from page 9)*



PROGRAM COMPONENTS

While programs varied significantly, most programs included leadership development and fundraising training. They also included financial education – from investing to giving – all of which enhances the ability of women to assume leadership roles in all aspects of professional and personal life.

CONTRIBUTIONS REQUIRED

Fifteen respondents required a specific gift level in order to participate. Three large organizations required \$25,000 per year and had annual women and philanthropy budgets of more than \$20,000. Two of these had established Donor Advised Funds with the contributions.

Programs with a \$1,000 - 2,000 requirement tended to create memberships in Women's Giving Circles. While the data sample is small, Women's Giving Circles are excellent tools for smaller organizations to bring women into their organizations as donors and volunteers who can be cultivated for larger gifts. Other programs required \$2,500 or \$5,000 annually.

SUCCESS FACTORS

212 responses were recorded by the respondents. The most frequently cited reason for success was engaging and retaining the efforts of a passionate, female volunteer to head the program, followed closely by a passionate, female development officer to staff the program.

SUCCESS MEASURES

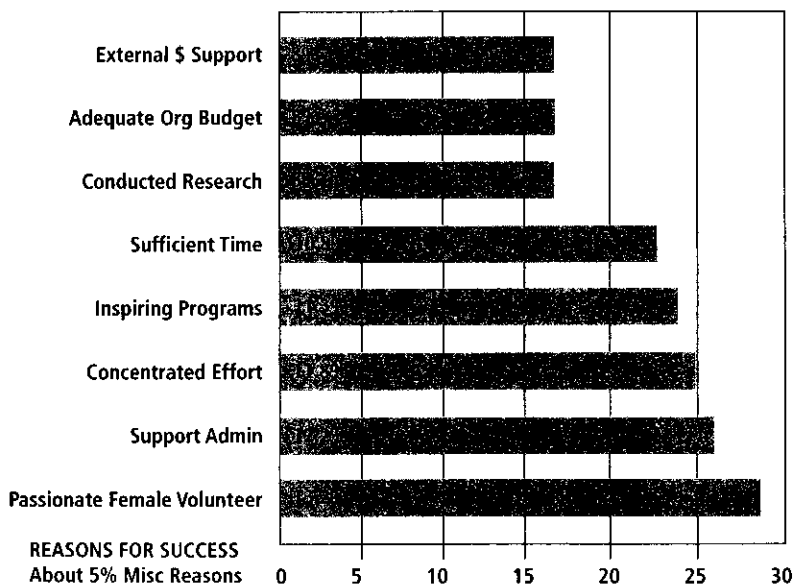
120 responses were recorded, all of which were quantifiable. Each respondent could respond to all measures that applied. Measures of success:

- 24% indicated an increase in overall contributions from women,
- 22% indicated an increase in number of women in leadership roles,
- 21% indicated an increase in visibility of their organizations,
- 17% indicated an increase in female volunteers and volunteer hours,
- 17% indicated an ability to create new programs because of women's gifts.

LACK OF SUCCESS

Three respondents identified the following reasons that their women and philanthropy programs – or components of it – were not successful. Interestingly, all three were large national organizations that had been established prior to 1993. Only one of these respondents considered her entire program to lack success.

- Insufficient time to staff the program,
- Lack of support/patience from upper administration,
- No passionate female volunteer to lead program,
- Lack of sufficient funding,
- Recruited wrong volunteer,
- Assigned wrong staff person,
- Didn't get our act together.



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Auburn University's Women's Philanthropy Board is making its mark

by Katie M. Wilder

Giving for a quality life. Although it is a simple mission, it is one that Auburn University's Women's Philanthropy Board is fulfilling with great success. Under the helm of the university's College of Human Sciences, the Board has already achieved many accomplishments in its first year.

Organized in the spring of 2002, the Board is comprised of female alumni, faculty and friends of the College of Human Sciences and is led by an executive committee of outstanding leaders in both the business and public service arenas.

In the past year, membership in the Women's Philanthropy Board has doubled. The Board now claims more than 60 members who have collectively pledged more than \$250,000 toward initiatives that will enable the College to enhance human well-being and improve the quality of life for many.

"Since launching the Women's Philanthropy Board in April 2002, we have discovered that women of all means and circumstances are eager to become more independent in their financial decision-making and more strategic in meeting their philanthropic goals," said June Henton, Dean of the College of Human Sciences.

In April, the group sponsored the Inaugural Women's Philanthropy Board Spring Symposium, featuring Jean Chatzky, editor-at-large of *Money* magazine and financial editor for NBC's *Today* show, as the keynote speaker. The Symposium served as both a forum to discuss how various financial issues affect women and a vehicle to share this knowledge with others in the community.

Chatzky's session, titled "Money and Happiness," focused on how those two dynamics are related. She found that charitable givers are happier people, based on the findings of a study conducted in late fall of 2002 by Roper ASW, a research firm specializing in a variety of consumer and lifestyle trends.

"We were trying to get at what makes people happy as far as their money is concerned. What makes people feel comfortable, what makes people worry less, what makes them feel financially secure. And giving is one of those things," Chatzky said. "It turns out we thought that people always give for the benefit of the cause. But in fact, if you give, you get a lot of benefits yourself."

She said people who participate in philanthropy feel more comfortable, content and secure. She also found that their self-esteem is higher.

"That's a great pay-off," Chatzky said.

Other topics discussed at the Symposium included writing a will, financial planning for college, how women invest in a global economy and a panel discussion titled "Women, Money and Philanthropy."

"The Symposium was our first big event and really served as a kick-off to what we hope to accomplish in the future," Sandy Logan, chair of the WPB, said. "It was truly a success with more than 250 people in attendance. And we were excited and honored to have such a renowned financial expert as Jean Chatzky participate."

The Symposium also provided an opportunity to recognize the first recipient of the Women's Philanthropy Board Scholarship. Logan presented Dorian Nelson, a junior in Apparel Merchandising, with a \$4,000 scholarship to cover her full tuition for the next academic year.

"Sometimes in my day to day living, it is so easy to forget that there are still considerate and kind people in the world who are willing to help you if and when you need it and when you least expect it," Nelson said in her acceptance speech. "This scholarship has taught me that hard work, dedication and persistence can and will pay off in the long run."

Studying in the College's Department of Consumer Affairs, Nelson maintains a 3.7 GPA. She is a member of Alpha Lambda Delta, a national honor society and

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Funding Arts Network – more than 200 members strong

Women philanthropists today exemplify, by their serious and professional approach to giving, the concept of “activist investing”. Fifty Over Fifty arts funding organization is a paradigm of that concept. Indeed, the runaway success of Fifty Over Fifty, which originally sought a membership of fifty women and a funding pool of \$50,000 (hence its name), prompted a recent name change. Now, with more than 200 members, the organization is called Funding Arts Network (FAN), a title that more aptly describes its functions and mission.

FAN's encouragement of women's interest in and excitement about philanthropy has resulted in awards of more than one million dollars during its seven grant cycles. For its impact upon Miami-Dade County's arts groups as a funder and patron, Funding Arts Network received the community's prestigious Serving the Arts Award. This commendation validates the hard work and commitment of the FAN board and membership.

Funding Arts Network's original concept, to remedy the community's lack of funding for the arts by providing support to local arts groups, remains even more potent today, as public and private funding continues to dwindle. FAN's initial goals, including its hallmark of member participation, continue to be viable: to flame women's passion for philanthropy, to expand their knowledge of arts issues, and to provide firsthand experience in grant-making.

Grants of \$235,000 for year 2003 arts programs were awarded to thirty-eight visual and performing arts organizations. To date, 66 large, medium, and small groups have received grants; some have received multiple grants. Recipients span the arts spectrum and serve a wide variety of audiences. Grantees range from Florida Philharmonic Orchestra, Miami City Ballet, Florida Grand Opera, and the Miami Art Museum, to New Theatre, Inner City Children's Touring Dance Company, and Teatro Avante.

Each year, Funding Arts Network's funding pool has increased as a result of membership growth. Additionally, a collaborative grant program has twice enabled FAN to increase its arts funding. On these occa-

sions, Collaborative Grantors' Goldman Sachs & Co. and Northern Trust Bank each contributed an amount equal to that provided by FAN and then chose a grantee from among the grant recipients selected by FAN's membership. FAN continues actively to cultivate this collaborative-grantee program.

Through their FAN experience, members have become more astute in money matters. Since a member's entire annual contribution of \$1,000 is applied towards the grants, it is fully tax-deductible. Funding Arts Network is frugal about its expenses and receives pro bono legal, accounting, and language-translation services. As an all-volunteer organization, with no staff or offices, it has minimal administrative costs. Monies needed for state and federal fees, and for printing and mailing, come from interest earned. Additionally, FAN keeps a close watch on the use of the grant funds. Grantees do not receive the funds when their award is presented, but are paid upon receipt of invoices for expenses that FAN, in its grantee contract, has agreed to fund.

Part of FAN's success story relates to its personalized approach to membership development, retention, and programming. At the quarterly luncheon meetings, where the lively, provocative panel discussions draw a full house, members appreciate the opportunity to meet and listen to leaders in the arts community. And the membership knows that their participation is vital and welcomed in the screening, voting, and policy decision-making processes.

Just as important, are FAN's projects to motivate members to attend the arts events that their funds are supporting. A quarterly calendar listing grantee events is sent to the membership. Some members are designated as event reporters, and attend and evaluate the recipients' programs. Their findings are filed as a reference for subsequent Screening Committees.

FAN's new Cultural Camaraderie concept has generated much excitement. Members and guests attend grantee events together and have a social period before or after the event. This is especially meaningful to members who want to get better acquainted with one another, or introduce friends to FAN, or who are looking for others with whom to attend grantee programs.

All members have an opportunity to be on the Screening Committee. Approximately fifty members usually volunteer to work in teams divided by arts categories: music, theater, dance and visual arts. A strict conflict of interest policy is maintained.

In the spring, grant proposals are solicited from the arts community at large and prospects receive an application packet containing FAN's eligibility guidelines and forms. Additionally, FAN offers free workshops, providing information about the Funding Arts Network grant process, other community services available to arts groups, and grant-writing techniques. In the fall, the screening training for members covers analysis of proposals, making site visits, and reading financial statements. After the teams screen

the grant proposals and give their recommendations, the membership receives a mailed ballot and makes the final decision. An independent accountant tallies the votes. Grant recipients are announced at the December membership meeting.

Although planned solely as a vehicle for women – to develop women's leadership abilities in this time when women's giving capabilities are increasing – two men have joined FAN as supporters. FAN continues to attract members through its construct of "funding without fund-raising events" and its flexibility to adapt and enhance its processes after each yearly review. Furthermore, FAN willingly provides information (and best wishes) to women interested in starting similar giving circles. ■

Analysis and report of on-line survey *(continued from page 10)*

PROGRAM FUNDING

86 responses provided insight into how women and philanthropy programs were funded, with 29% of responses indicating that internal budgets funded their efforts. Others secured additional funding from major donors (14%) and additional gifts (12.8%), from foundations (11.6%) and corporations (15%), and through dues (7%) and program registration fees (10.5%).

ADVICE FROM RESPONDENTS

Respondents provided excellent advice when asked what they would do differently if they could start over. Here is a sampling of the responses:

- Initially, allow more startup time and staff time.
- Lobby for patience and support of top organizational leaders.
- Create a mechanism to measure outcomes.
- Discourage special event fundraising.
- Nothing. We wouldn't do anything differently.
- Provide more donor education.
- Understand that this program is high maintenance.
- We should have been more ambitious.

- Create partnerships with women's service groups.
- Start with a core advisory board.
- Don't sell yourself or your women short.
- Be clear about what you want to accomplish.
- Be inclusive of all voices. Tap into the power base of the culture.
- Do focus groups first.
- Relate the program to the central values of the organization – not just an "add on."
- Start now!

CONCLUSION

The enthusiasm and passion seen in the open-ended comments is difficult to capture in a survey report. Yet respondents' comments reveal the delight of their successes, followed by words of caution: find the right passionate volunteer, secure administrative support first, and research needs prior to launching.

Perhaps most importantly, results illustrate that neither size of budget nor date of creation predicts success or failure. This snapshot, very simply, indicates that the right volunteer, the right staff and the right timing propels the women and philanthropy movement forward – and that's good news for NPOs, foundations, universities and schools, as well as society in general. ■

Understanding women donors: Research confirms women's motivations for giving

In the fall of 2002, the Sarah Bush Lincoln Health Foundation, located in Mattoon, Illinois, investigated the establishment of a Women's Giving Circle. This was a different form of fund raising for the Foundation, and it was felt that information on women as philanthropists would be useful in the decision making process. An empirical research project was conducted with the purpose of understanding the motivations and attitudes of women donors, level and philosophy of giving, in addition to their demographic profile.

The research began with two focus groups of women to discuss their motivations and reactions to a giving circle. A questionnaire was developed from the focus group responses and was mailed to a list of 402 women donors of the health system and local university. The interest in philanthropy was sizable as evidenced by a 42 percent response rate.

Most respondents were over 44 years of age with 50 percent of the respondents being more than 65 years of age. The income earned was distributed evenly with approximately one third earning less than \$50,000, 40 percent earning between \$50,000 and \$100,000, and 28 percent earning more than \$100,000. Most of the respondents had some college with approximately 60 percent having a four year or advanced degree. The respondents were actively involved in their communities, particularly in church related organizations, health, education, and human service organizations.

The respondents were asked their agreement on a variety of statements on their motives and attitudes on charitable giving. As may have been expected, women donors strongly agreed with statements suggesting their altruistic nature.

- I give to organizations that I feel make a real difference.
- I prefer to give to organizations that will help others, not necessarily myself.
- I am grateful for what I have, so I give to others.
- Donating money enables me to be kind to the needy.
- I prefer to give to programs that have an impact on individuals.

- I believe I am "giving back" when I give to charitable organizations.

Respondents also indicated that giving makes them happy and giving made them feel good about themselves. Women were independent thinkers indicating that they don't ask for advice when giving money and they must believe in the purpose of the gift. They are skeptical about solicitations from organizations they don't know much about and tend to give to organizations with which they have had a previous experience. Women considered themselves loyal donors and tended to give to the same organizations each year.

It is also interesting to understand what does not motivate women to participate in philanthropic giving. Women in the study were not influenced by how others perceived them or how giving added to their own ego or status. They strongly disagreed with the following statements:

- Giving makes me feel important.
- People look up to me when I donate to charitable organizations.
- I face social disapproval if I do not contribute to certain charitable organizations.
- Giving to charitable organizations proves I am a good citizen.

To understand women donors more clearly, respondents were asked to identify their philanthropic philosophy by choosing one of the following:

- Charitable giving is important to me and I give when I can. I do not necessarily plan my gifts during the year.
- Charitable giving is important to me. I plan to make donations during the year.
- Charitable giving is a priority to me. I include charitable giving as part of my household budget and actively participate in additional charitable giving opportunities.

More than 25 percent of the respondents, identified themselves as very active philanthropists, not only planning their

gifts, but seeking additional opportunities. Thirty-six percent indicated they plan to make gifts during the year and 32 percent do not necessarily plan their gifts but feel giving is important.

While age and education were not significantly different from other donor women, active donors tended to have higher incomes than women that did not plan their giving at all and were more likely to give more than 5 percent of their annual income each year. They were also more likely to have included planned giving with the disposition of their estate. Active philanthropists felt more strongly than other women donors on several motivational dimensions:

- Active philanthropists give from a strong value system – it is the right thing to do, have a personal responsibility, believe in “giving back,” would feel bad if they didn’t give.
- Active philanthropists have a broader view of philanthropy – understand administrative costs are necessary, feel more responsibility for national charities in addition to local charities.
- Active philanthropists are loyal donors – they give to the same organizations each year, expect meaningful relationships with the organizations, and are influenced by respected individuals.

While all donors in the study indicated altruistic behavior, the active donors appeared to have a stronger passion for philanthropy.

For fund-raising organizations, it is important not only to identify potential women donors but also understand what motivates their giving. Women care little about the personal benefits of giving and must believe in the purpose of the organizations they support. Rationally telling the story of how their gift will make a difference in individuals is the most important aspect of the education process for a fund-raising organization. As in any philanthropic effort, relationship building is a must and organizations are rewarded with loyal donors. As one respondent stated, “Giving is a habit. You just do it.” ■

*Jane Wayland, Ph.D.
 Professor of Marketing
 Eastern Illinois University*

Auburn University's Women's Philanthropy Board *(continued from page 11)*

The National Society of Collegiate Scholars. She hopes to intern with Saks Corporation in Birmingham next summer and following graduation, work with Saks at the corporate level to become a Senior Buyer for the corporation.

“Scholarship support is vital for the College of Human Sciences to be able to recruit and retain students like Dorian who are of the highest caliber. We are so pleased that the Women's Philanthropy Board has grown so successfully that it was able to award a full scholarship to a deserving student during its first year of existence,” Dean Henton said.

Because the Board's goal is to inspire women to fulfill their philanthropic potential, members continue to create opportunities to educate women about philanthropy. The Board recently held a luncheon with fellow College of Human Sciences alumnus and sports star Bo Jackson, who shared about his personal philanthropic endeavors with various children's programs and charities.

Also in its first year, the Board sponsored a luncheon in November, 2002 to coincide with Auburn University's Homecoming weekend. Kathryn Miree, president of Kathryn W. Miree and Associates, a consulting firm located in Birmingham, Alabama, that works with nonprofit groups and foundations to develop planned giving programs, was the featured speaker. Her topic was “Organizing Your Financial Closet” and she spoke about estate planning. More than 150 people attended the event.

The Women's Philanthropy Board at Auburn University is unique, as no other such organization currently exists on campus.

“We are proud to serve as pioneers in women's philanthropy as we continue to effect change and enhance the quality of life through leadership and financial giving,” Logan said. ■

Teen girls advise philanthropists on best giving practices

Girls & Foundation Board Members team up for first time to address needs of Chicago Girls

The first foundation of its kind, Girl's Best Friend (GBF) is unique in its focus on girls and young women ages 8 - 21. Created in 1994 to support and promote programs by and for girls, Girl's Best Friend has joined a global movement where adults and girls work together to achieve social change.

Earlier this year, GBF announced more than \$270,000 in spring grants to Chicago-area organizations facilitating girl-friendly projects and programs, with a twist. For the first time, teen girls partnered with the GBF Board to teach adults how to look at programs from a girl's perspective. The teens, members of the Foundation's own youth grant-making group, Sisters Empowering Sisters (SES), advised the adult philanthropists with the goal of funding programs that have the most positive impact on the lives of Chicago area girls.

SES has given girls the opportunity to finance their own ideas about how to help other girls for more than five years, and was one of the first girls-only grant-making programs of its kind. This year, three SES members participated in training, reviewing proposals, conducting interviews, and leading site visits with adult philanthropists on selected spring grants.

"It was enriching for us to see where teenage girls were coming from, what interested them, what sort of questions they asked. They shared girls' perspectives with us—whether they thought girls would like or learn from this program or that program," said Christina Kappaz, GBF Board Member. "The experience gave Board members the opportunity to stop and think about who we fund and why we fund them. SES members often asked questions about grant proposals that the adults didn't. For example, the girls wanted to find out what the programs would really mean for the girls involved and exactly how girls would participate in activities. SES members also wanted to learn about girls' involvement in the planning and implementation of projects from start to finish."

"As teen girls we have a different perception of things, and we're able to tell if a program will really help our peers," said Ariel Herman, 16, girl grant-maker. "SES and the Board working together is a great way to make sure that grants are awarded to the right groups. The Board members have a lot of grant-making experience, and we offer a girl's view—it just makes sense."

GBF Spring 2003 grantees include:

- Southwest Youth Collaborative for *Sisters Organizing for United Leadership (SOUL)*, a program created by and for young women ages 12 to 19 on the south and southwest sides of Chicago who are interested in working for change in their communities and schools.
- UMOJA Development Corporation for *Women of Destiny* and *Just US Girls I & II*, leadership programs that help girls and young women focus on creating positive relationships, academic and social success, and college and career planning.

"So little foundation funding specifically targets the issues and needs of girls and young women," said Yamani Hernandez, program director of the Foundation's SES program. "SES was the first step in teaching girls to become grant-makers. Asking the girls to teach the Foundation's Board members how to really look at girls' programs both empowers the girls and has value for the adults. Girls know best what programs work for other girls."

SES includes girls from various cultures and neighborhoods with different experiences and perspectives. "SES and the Foundation have taught me so much," said grant-maker Sonja Bugvilionis, 16. "I feel honored that I can help organizations that help other girls like me. If SES and the groups we fund weren't out there, who knows what teen girls would be doing with their time. I've seen how much these organizations impact young people's lives. That's why I want to work for



Left to right: Ariel Herman, Christina Kappaz, and Sonja Bugvilionis

an organization, or start one of my own, that helps youth."

SES was launched more than five years ago with \$5,000 in grant monies, becoming one of the only groups in Illinois that funds programs designed *for girls, by girls*. Last year's grants totaled nearly \$40,000 and ranged from girl-led classes in carpentry, to a rally to prevent sexual assault, to a mother-daughter retreat for families living in the LeClaire-Hearst public housing development. Since its inception in 1997, SES has given more than \$80,000 to girls-only programs in the Chicago area.

SES was created by Girl's Best Friend Foundation, which has given approximately \$2.7 million to more than 100 Illinois organizations providing girl-positive programs. Programs and organizations funded by GBF involve girls in their design, implementation and evaluation processes. Funded programs reflect the diversity of girls in communities throughout the Chicago area, including race, ethnicity, disability, age, sexual orientation and economic level. They also support the positive qualities of girls and help them meet their goals.

SONJA BUGVILIONIS

Sisters Empowering Sisters Member

For Sonja Bugvilionis, a 16-year-old Brookfield resident, being a Sisters Empowering Sisters (SES) grant-maker has sparked her interest in making a career out of helping youth.

In addition to her SES responsibilities, such as bi-monthly meetings and distribut-

ing surveys, Sonja worked with members of the Girl's Best Friend Foundation (GBF) Board to review grant applications and to provide input about which organizations the Foundation should fund.

"Working with the Board members was exciting," said Sonja. "My point of view as a young girl was important to the Board because my opinions helped us make good decisions. I helped to determine if an organization truly focused on girls or not."

The grant-making process was not new to Sonja. She volunteers for the La Grange-based Community Extension Project (CEP), awarded an SES grant in 2001, which in turn led her to SES. Being a part of both organizations gives her a unique perspective when evaluating grant applications.

"When CEP was awarded an SES grant, we needed the money badly and were able to implement so many great programs," said Sonja. "That's why I feel like the work we do at SES is so important, like when we awarded a grant to the Northeastern Illinois University self-defense program. The skills girls learn there can save their lives."

"Girl-friendly programs are important because they make girls feel optimistic about the future and build self-confidence. We're able to make our own decisions—we're in charge," she said. "I'm proof that girls' programs really do help girls grow into strong, well-rounded individuals."

After graduating from high school, Sonja plans to attend college where she may study public relations.

(continued on page 18)

Teen girls advise philanthropists *(continued from page 17)*

ARIEL HERMAN **Sisters Empowering Sisters Member**

Ariel Herman, a 16-year-old sophomore at Oak Park-River Forest High School, is part of a new model of grant-making at Girl's Best Friend Foundation (GBF). Ariel is a teen grant-maker and member of Sisters Empowering Sisters (SES). This year, she and nine other SES members worked with GBF Board members to review grant applications and collectively decide which organizations to award grant monies.

For Ariel, being an SES grant-maker and collaborating with the Board have taught her how to work better with adults and manage numerous responsibilities.

"You have to be focused and serious about the work that you're doing," said Ariel. "It's all worth it. We award grants that improve communities. We get to support and inspire girls all over the Chicago area."

Ariel believes that girls' programs are important because they encourage girls to experience new things. "Girls need the opportunity to learn that there are other ways to live—they may not be able to see that at home or school," she said. "It's important that girls' programs are out there to help us expand our horizons."

"I wasn't involved in helping others before joining SES," she said. "Now I'm part of a knitting club. We knit clothes for charity. And when we talk about famous philanthropists in history class, I can say that I've been involved in philanthropy too. Everything that I've learned and done at SES has made me more aware of feminist issues and the different ways girls can organize around them."

After graduating from high school, Ariel plans to attend college where she may work toward a degree in women's studies.

CHRISTINA KAPPAZ **Board Member**

A senior partner with Millennia, a Chicago-based consulting firm that works with nonprofits to increase organizational

capacity, Christina Kappaz joined the Girl's Best Friend Foundation (GBF) Board in 2002. Kappaz currently serves as the chair of the Board's grant-making committee.

"I've volunteered for and worked with nonprofit organizations for all of my professional life. Working with GBF gives me the opportunity to learn about the work small organizations and groups are doing with girls and young women in Chicago communities," said Kappaz.

This year, Kappaz and other GBF Board members teamed up with teen girls to review grant applications and make site visits. The teens are members of Sisters Empowering Sisters (SES), the Foundation's grant-making program that teaches girls and young women to become grant-makers.

By combining the wide range of skills and perspectives of teens and adults to inform the Foundation's grant-making, GBF made smarter grants that will impact girls and girls' programs more positively in Chicago.

"I've evaluated and worked with many funders. GBF is innovative because of the intense support it offers its grantees. The Foundation provides technical support to organizations, offers free evaluation workshops to help organizations quantify their impact, and focuses its work on programs by and for girls," said Kappaz. "Asking girls to advise adult grant-makers helps GBF remain true to its mission to involve girls in all aspects of developing, implementing and funding girls' programs. It also gives the Foundation insight into the lives of girls."

For more information about Girl's Best Friend Foundation or Sisters Empowering Sisters, please visit their website at www.girlsbestfriend.org or contact Yasmin Ahmed, SES director, at 312-266-2842. ■

Uniting support through a women's giving circle

THE CONCEPT

In the fall of 2001, the Women in Philanthropy committee – part of the University of Arkansas' Campaign for the Twenty-First Century – aspired to form a working group of women that would continue past the scheduled end of the campaign in June 2005. The purpose, as determined by these eight business and community leaders, would be to create a substantial pool of new money from women in support of the University while encouraging women to become philanthropic leaders.

THE BEGINNING

A Council for Advancement and Support of Education (CASE) conference and a day-long planning retreat facilitated by Debra Engle, Vice President of the Iowa State University Foundation, were all that was needed to put into place the details for the launch of the University of Arkansas Women's Giving Circle. The details included the vision for the Giving Circle – to transform women's giving to the University of Arkansas – and mission – to unite contributions from women in support of the University through a collective voice.

The Women's Giving Circle was provided UA staff through the Office of Annual Giving. The staff were responsible for developing a brochure, note cards, and stationery. In addition, they outlined a solicitation plan and were responsible for ensuring each step of the process went off without a hitch.

The group defined its purpose as follows:

- Cultivate women as philanthropic leaders
- Create a new and substantial pool of money from women
- Identify appropriate and timely opportunities with special emphasis given to the enrichment of women's lives
- Allocate funds based on majority preference
- Accomplish change
- Celebrate the impact
- Attain recognition as a "difference maker," a valued and significant resource

The core group determined that membership would require a \$1,000 per year commitment for three years. A special rate of \$500 was provided for current students and recent graduates. Their goal was to obtain 50 members during the first year. This goal was achieved as a total of 51 women became charter members by the time the first funding awards were made. Gifts could be made in a one-time cash gift or through a pledge paid out during the year to accommodate the preferences of the members.

MEMBERSHIP SOLICITATION

Members were solicited in several ways. The first was the grassroots effort of the eight founding members. A brochure was created in a size that is easily carried in a handbag without making one feel like a salesperson. During conversations with prospective members, the founders felt that it was extremely helpful to have information easily at hand for answering questions. At the end of the conversation, they could leave the brochure, which included a membership pledge card and return envelope, with their prospect.

Next, the eight founders provided names to the Office of Annual Giving for people they felt would be interested and capable of making a commitment of \$1,000 per year. These individuals were sent a letter on behalf of the person who submitted the name, informing them of the new Women's Giving Circle initiative.

Finally, a broad appeal was mailed to every UA alumnae or friend who had contributed at a minimum level in the past five years. This appeal was a letter stating that the Giving Circle had been formed. Enclosed was a card which could be checked "yes, I am interested in the Women's Giving Circle, please send me more information." Or "please have a Women's Giving Circle representative call me."

VOTING AND FUNDING AWARDS

The beauty of this group is that each member, regardless of giving history or

*The story of
transforming
women's giving
at the University
of Arkansas*



**Women's Philanthropy
Institute News
December 2003**

Women's Philanthropy Institute News is the quarterly publication of the **Women's Philanthropy Institute (WPI)**. WPI is a nonprofit organization that inspires, educates and encourages women to effect positive change in the world through philanthropy. WPI is not a grantmaking institution.

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Women's Funding Network

Uniting support through a women's giving circle

(continued from page 19)

potential, community status or professional title, has one vote. During the first year, a total of 26 proposals for funding were received ranging from \$500 to \$20,000. Ten of the members volunteered to review the proposals and select their top four choices. The authors of the top four proposals were invited on a Saturday morning to make brief presentations before members of the Circle outlining their program. Each of the four presentations were incredibly impressive. One of the most beneficial things to the in-person presentations was it provided members with an insider's view into the caliber of research and programs being conducted right here at the U of A. The members were astounded by the variety and quality of research taking place and left the meeting with a new reason to be proud of the fine institution that they support.

CELEBRATE THE SUCCESS

The Women's Giving Circle celebrated their success at their first luncheon symposium in April, 2003. Women's Giving Circle members, local alumnae, community leaders, and campus administrators were invited to the luncheon. During the hour and a half program, the funding awards were presented to two campus projects in the amounts of \$20,587 and \$14,000. In addition, financial advisor and nationally known author of *A Girl Needs Cash*, Joan Perry, discussed ways for women to improve their financial health.

TIPS FOR SUCCESS

First, to succeed, a giving circle must have an inspired and committed group willing to spearhead the effort. In addition, the support of the institution (including adequate staffing) is an absolute must! Also, think out of the box in the design of the printed material. They must speak to being a woman without being "girlie." Finally, the group must have an understanding that women think differently about their philanthropy and a unified and clearly articulated vision about the initiatives they are willing to support. ■

Looking to the future

(continued from page 1)

said Timothy L. Seiler, Director, Public Service and The Fund Raising School, Center on Philanthropy.

Since its formation in 1997, the Women's Philanthropy Institute has conducted hundreds of seminars and workshops on women's philanthropy reaching more than 15,000 women and men and more than 200 nonprofit organizations all across the country. "We have been able to accomplish a great deal these last six years," said Sarah L. Spradlin, WPI President and CEO, "and we know that WPI will be able to reach many more thousands with the Center's help."

Look for updates on the transition in future issues of WPI News and on the WPI website at www.women-philanthropy.org. ■

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Just a reminder!

WPI's new address as of January 1, 2004
will be

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