

VIEWPOINT

Inside this issue

President's Message	2
Philanthropy Collection News . . .	3
Awards Luncheon Honorees	4
Blasts from the Past	6
Resource Round-up	7
Member News	8
Building Our Membership	9
Save These Dates	12

Spotlight Feature

Outreach Community Ministries . . . 5



WSPN mission:

Offering support to development professionals and advancing philanthropy since 1986.

Fundraising Training Exercise: Where's the Money?

By Andrea Kihlstedt and Andy Robinson

If you've ever discussed fundraising with your board—or any non-profit board—you've probably heard the following phrases: "The economy is not good, people aren't giving," or "I don't know anyone with money." These are perhaps the two most pervasive and persistent misconceptions about fundraising. The data presented in this exercise help to debunk these and several other myths.



- Why Do This Exercise?: To reduce resistance to fundraising based on inaccurate information.
- Use This Exercise When: Your board and volunteers lack a basic understanding of philanthropy.
- Time Required: 20 minutes
- Audience: Anyone involved with your fundraising campaign: some combination of board, staff, and volunteers.
- Setting: A space large enough to accommodate several small groups of three to five each.
- Materials:
 - Flip chart paper and markers
 - Quiz form available at tinyurl.com/ngz6chq

(continued on page 10)

6 Trends to Watch in 2015

By Drew Lindsay and Suzanne Perry. Courtesy of *The Chronicle of Philanthropy*

Giving: Back From Its Recession Depths

"Giving USA" researchers last summer predicted that annual charitable giving in 2015 might top its pre-recession peak of \$350 billion. Despite stock-market volatility and weaknesses in the global economy, experts say we're headed for another year of increased giving, thanks in part to an acceleration in the generational transfer of family wealth. Big gifts in 2014, like the Gerald Chan family donation of \$350 million to the Harvard School of Public Health, made a media splash that, along with growth in ultrawealthy Americans, will encourage others to think big in 2015, says Paul Connolly, director of philanthropic advisory services at Bessemer Trust. "We probably will see more huge gifts over the next year."



(continued on page 11)

WSPN mission:

Offering support to development professionals and advancing philanthropy.

WSPN core services:

education, networking and advocacy

VIEWPOINT ©2015 is published four times per year for fundraising professionals living and/or working in Chicago's suburbs. All rights reserved. This newsletter may not be reproduced in whole or in part without the written permission of the editor.

Managing editor and designer

Jill McWilliams

Elmhurst College

190 Prospect Avenue

Elmhurst, IL 60126-3296

jillm@elmhurst.edu

We invite your membership. Annual, non-transferable dues are \$40. Register online or make checks payable to West Suburban Philanthropic Network and mail to:

WSPN Membership

P. O. Box 268

Wheaton, IL 60187-0268

2014-15 WSPN Board Members

Officers

President

Ann E. Spehar

Executive Director

Naperville Education Foundation

(630) 420-3086

aspehar@naperville203.org

Vice President

Monica Bucek

Director of Major and Planned Gifts

Elgin Community College Foundation

(847) 214-7258

mbucek@elgin.edu

Treasurer

Thomas V. Bednar

President

St. Francis High School

(630) 668-5800, ext. 1102

tbednar@sfnhscollegeprep.org

Secretary

Sarah Pluth

Director of Development

Teen Parent Connection

(630) 790-8433, ext. 232

sarahp@teenparentconnection.org

Immediate Past President

Chrissie Howorth

Associate Vice President of Development

VNA Health Care

(630) 482-8132

choworth@vnahealth.com

President's Message

Inspiration

When was the moment you felt it? When you knew that your life's work would be in service to others?

“Focusing your life solely on making a buck shows a certain poverty of ambition. It asks too little of yourself. Because it's only when you hitch your wagon to something larger than yourself that you realize your true potential.”

— President Barack Obama

Sometimes I feel like we're wired differently than others. Yes, making a living is important, and we like nice things, but at our core, we care more about others than ourselves. Inspiration comes in many forms, sometimes from inside you—like when you feel the need to right a wrong or step up and help another. Sometimes inspiration comes from outside of you—like when you hear an articulate motivational speaker or a compelling story that rings true to your soul. It may have been a life experience that inspired you to become a servant leader or it may have been a career that you just “happened into.” Whatever the case, every day inspiration is available to you, around you and spurring you on to move forward and to continue serving others.

Once in a while, I lose my inspiration, and I begin searching for it in books, favorite quotes, all genres of music, poetry, educational programs, and deep conversations with friends and colleagues. Oftentimes, I find it there, but more often than not, I find it in the very constituents my organization serves—students. I find inspiration in helping them access our programs and in their success stories.

What inspires you to work in the nonprofit sector day to day? Do you have a favorite inspirational quote or book? What keeps you going on long or difficult days? We hope WSPN inspires you through our educational programming, opportunities to get to know others in our field, VIEWPOINT, available scholarships, and committee membership.

How else could we inspire you? How can we provide insight and motivation to you? I'd like to know. Please email me at aspehar@naperville203.org, and we'll share your suggestions in future issues of VIEWPOINT.

Wishing you frequent inspiration,

Ann E. Spehar



“Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.”

— Dr. Seuss

Philanthropy Collection News

Fundraisers in demand?

by Christine Kickels, Librarian

College of DuPage's Philanthropy Collection

Yes! Employment of fundraisers is expected to grow faster than average for all occupations according to the Bureau of Labor Statistics. However, will this be the trend for Illinois?

Before making a change, consider a visit to the **Career & College Information Collection (CCIC)** in the COD Library. Here you'll find a section of books on non-profit careers, job search techniques and resume examples.

Newer titles include:

- **Occupational Outlook Handbook, 2015**
- **Knock 'em Dead Social Networking, © 2014**
- **Start Your Own Grant Writing Business, © 2013**
- **Fundraising as a Career: What, Are you Crazy?, © 2010**
- **How to Become a Nonprofit Rockstar: 50 Ways to Accelerate Your Career, 2010**

Our online collection can assist you in obtaining information on nonprofits including trends and salary ranges. Need a list of nonprofits in a particular area? Ask about using **Reference USA** or **Foundation Directory**. Looking for the outlook on a particular job? Let us help you navigate the data on the **Illinois Department of Employment Security (IDES)** site.

Don't forget we also have online access to many nonprofit publications like *The NonProfit Times* and *The Chronicle of Philanthropy*. If you are exploring making a job change, we can help.

CCIC is located on the upper floor of the Library and is open to the public. If you live or work in DuPage County you are also eligible for a COD Library card so that you can borrow materials and access databases from off-campus.

Consider making an appointment with me to get help with any of our collections. I can be reached at (630) 942-2313 or kickels@cod.edu.



Committee Chairs

Awards Luncheon chair

Maeven Sipes

Director of Individual Giving
Northern Illinois Food Bank
(630) 443-6910, ext. 116
msipes@northernilfoodbank.org

Communications chair

Sam Madan

Fundraising and Communications
Consultant
sam.r.madan@gmail.com

Membership chair

Mark Dyer

Community Outreach Specialist
Mayslake Peabody Estate
Forest Preserve District of DuPage
County
(630) 206-9568
mdyer@dupageforest.com

Programs chair

TBD, Open

VIEWPOINT editor and designer

Jill McWilliams

Director of Foundation and
Government Relations
Elmhurst College
(630) 617-6470
jillm@elmhurst.edu



FOX
PHILANTHROPIC, INC.

WRITING FOR NONPROFITS
IN THE FOX VALLEY &
NORTHERN ILLINOIS.

SPECIALIZING IN
GRANT PROPOSALS &
FUNDRAISING APPEALS.

AMANDA C. SLAIHER | PRESIDENT
ASLAIHER@FOXPHILANTHROPIC.COM
(630) 492-1441 | FOXPHILANTHROPIC.COM

West Suburban  **Philanthropic
Network**

Editor's Note

Dear VIEWPOINT readers:

Congratulations to WSPN's 13th Annual Philanthropy Awards honorees. Numerous organizations in the western suburbs have benefited in countless ways through the generous contributions of these philanthropists.

Please join us in recognizing their contributions and reflect on the meaning of giving and all that it accomplishes.

The spirit of giving is alive and well and stronger than ever. We'll see you on May 19.

Sincerely,



Jill McWilliams

Advertising in VIEWPOINT

A limited number of business-card size (3.5 x 2 inches) advertising spaces are available in VIEWPOINT.

\$190 - four issues

\$160 - three issues

\$125 - two issues

\$ 70 - one issue

\$475 - four-issue insert ad (8.5x11)

To place an ad, visit www.wsp-nononline.org/page-1299890.

Please consider our advertisers when seeking services. Their ad fees help with the production costs of our award-winning publication.

WSPN's Philanthropy Awards Honorees

WSPN is pleased to announce the 2015 honorees who will be recognized at the 13th Annual Philanthropy Awards Luncheon on Tuesday, May 19 at Bobak's Signature Events, 6440 Double Eagle Drive, Woodridge, IL 60517. These honorees provide funding, leadership and gifts of time and talent to many nonprofits that do so much to enhance the quality of life in our communities.

West Suburban Philanthropic Network's 13th Annual Philanthropy Awards Luncheon Honorees

Philanthropists of the Year

Daniel and Carol Goodwin (Oak Brook)

Philanthropic Leadership Award

Marta Davy (Elmhurst)

Humanitarian of the Year

Richard Endress (Wheaton)

Nonprofit Executive of the Year

Brook McDonald, president and CEO of The Conservation Foundation (Naperville)

Corporate Philanthropic Award

DiGiovine Hnilo Jordan + Johnson, Ltd. (Naperville and St. Charles)

Foundation Philanthropic Award

The Christopher Family Foundation (Hinsdale)

Service Club Philanthropic Award

The Exchange Club of Naperville (Naperville)

Grantmaker of the Year

Rebecca McFarland and Krystal Kleinschmidt of FORWARD (Wheaton)

Nonprofit Volunteer of the Year

Jack Whelton (Wheaton)

WSPN Distinguished Service Award

Chrissie Howorth (Brookfield)

The networking reception is from 11 to 11:30 a.m. followed by lunch. Individual tickets are \$50 per person or \$500 for a table of 10, which includes a business card ad in the program. For more information regarding reservations or to inquire about ad rates and sponsorship opportunities, please visit www.wspnonline.org or contact Maeven Sipes, awards luncheon chair, at msipes@northernilfoodbank.org. ●

Outreach

Community Ministries

Growing up, Corina moved around a lot due to her dad's jobs, spending time in California, the Philippines, Colorado, Oklahoma and eventually Illinois. "My mom passed away when I was twelve or thirteen from cancer, but I never really knew her because my dad divorced her back in the Philippines."

As the oldest, Corina became the mother figure to her younger sister and two half-brothers. When she was still a teenager, Corina had her son Gabriel. Soon, life at home became unbearable.

"I was a single teen mom trying to work and go to school. When my dad moved back to California for a job opportunity, he made me responsible for the house, as well as providing care for my five- and seven-year-old brothers and my sister who struggles with depression and drug abuse. Because of the stress, I knew that I needed to leave, but I didn't know where to turn."

A neighbor reached out to Corina and encouraged her to call Jubilee Village, a transitional housing program of Outreach Community Ministries. She was accepted into the program—designed specifically for single mothers and their children—in August 2013. "When I arrived, I was overwhelmed. I just needed space to think about my life and make choices that were better for me and for my son."

Initially, Corina felt trapped in her minimum wage job at a local retailer. Case manager Valerie quickly realized Corina could excel in a more challenging, better paying job. When Valerie learned of an opening at a nearby food distribution company, she encouraged Corina to submit her resume. "I got an interview and they hired me the very next week," Corina says with pride.

With a new sense of hope, Corina is now making long-term plans for her future, including going back to school part-time to complete her bachelor's

degree in business and advancing in her newfound career.

"It's amazing—I never would have imagined I could be in the place I am now. I thought I'd have to work in a minimum wage job forever. And then, all of a sudden, I came to Jubilee Village; I have a new job, I've learned how to set boundaries and I'm a lot happier! I've been able to make choices that are better for Gabe and me."



Outreach Community Ministries is a family of faith-based, community service organizations serving DuPage County. Outreach's mission is to restore hope and provide opportunities for people to become all that God intends them to be, and to partner with the local church to put Christian faith into action through service to the community.

The activities and services of Outreach are based on a philosophy of ministry that includes neighborhood and community-based locations; a concern for the whole person, mind, body and spirit; relationships based on integrity and mutual respect; and a desire to equip people to reach their God-given potential.

Community services are developed in response to local needs and vary by site. Services include case management, counseling, youth development, transitional housing, older adult programs, employment training and community develop-

ment. These activities and services are available to all residents in the communities served without regard for their income.

Last year, Outreach served thousands of people across DuPage County:

- 3,037 clients received case management and/or counseling during a time of crisis
- 513 children received after-school and summer tutoring and mentoring
- 81 high school and college students took part in the College Opportunity Program
- 143 older adults received care, meals and transportation
- 61 women and their children found a new start through transitional housing programs

Outreach operates three neighborhood resource centers: Wheaton Youth Outreach, Outreach Community Center in Carol Stream and Warrenville Youth & Family Services. Outreach also works closely with church partners at Puente del Pueblo in West Chicago and York Community Resource Center in Villa Park.

The ministries of Outreach include four social enterprises. Donated materials—from clothes and accessories to furniture and cars—are resold at fair prices, generating support for Outreach's ministries. Jubilee Furniture in Carol Stream, Discoveries Resale Shop and Furniture Annex in Warrenville and Jubilee Cars are operated by Outreach in partnership with volunteers from local churches. In addition, Twice is Nice Resale Store in Carol Stream is owned and operated by College Church in Wheaton, which exclusively donates all proceeds to Outreach.

All of Outreach's ministry sites, services and resale stores are made possible by the 760 dynamic volunteers who served nearly 18,000 hours last year.

Learn more about Outreach at outreachcommunityministries.org. ●

Blasts from the Past

Program Highlights

After Hours Event

In December, several WSPN members joined WSPN board members Ann E. Spehar, executive director of Naperville Education Foundation; Tom Bednar, president of St. Francis High School; Chrissie Howorth, vice president of philanthropy and business relations at VNA Health Care; Mark Dyer, community outreach specialist of Mayslake Peabody Estate; and Jill McWilliams, director of foundation and government relations at Elmhurst College; at Cooper's Corner in Winfield. Participants enjoyed networking and appetizers. Thank you to Tom Bednar for planning and Cooper's Corner for hosting.

How to Acquire and Use Governmental and Public Data to Demonstrate Trends and Enhance Proposals, Grants and Policy-Making



On Jan. 15 at The Forest Preserve District of DuPage County, **Sherrie Taylor** of Northern Illinois University explained that NIU is one of four State Data Center Network Coordinating Agencies in Illinois. The Chicago Metropolitan Agency for Planning and the University of Illinois–Chicago are others. NIU's role is to provide users assistance

in accessing and interpreting census data along with other publicly available datasets.

The census, a constitutionally mandated data collection conducted every ten years, attempts to count every resident in the United States. Some were uncomfortable answering all of the questions that had been added over the years, so the 2010 dataset only includes information about age, race, ethnicity, sex, household tenure, household relationships and occupancy characteristics.

The American Community Survey, implemented in 2006, asks the same general census questions along with the questions that were cut. Because it is a sample survey and not a 100% population count, there are differences making these two datasets incomparable. It takes longer to collect enough information in less populated areas so the U.S. Census Bureau breaks up the data collection into three time spans:

- One-year datasets – populations over 65,000 only

- Three-year datasets – all populations over 20,000
- Five-year datasets – everywhere

The population count can be for a city, county, township or state—it doesn't matter as long as you have an idea of what the population count is in order to determine what dataset to view. If you don't know the population, work with the five-year dataset.

General statistics can be obtained from QuickFacts located in the middle of the main page of www.census.gov. The U.S. Census Bureau regularly updates these numbers and it covers a wide range of topics.

More in-depth data can be accessed through the U.S. Census Bureau's American FactFinder tool, <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>. Select "Advanced Search" and then click "Show Me All."

- Always identify the geography first. Click on "Geographies" and use the drop-down to select and click "Add to Your Selections" so it moves into the "Your Selections" box in the upper left corner. Click "Close" to remove the pop-up screen.
- Type a keyword into the topic box, such as income or language. Since the most generic word is usually at the bottom of the list, click on that so you don't limit the tables that appear.
- If you know what dataset you want, click the "Topics" tab and then select "Dataset" to bring up the list. The data is indicated by SF1, SF2 etc. The SF stands for summary file and SF1 has all of the questions that are usually accessed. SF2 has more detail added to the SF1 data. SF3 etc. would only be applicable to 2000 and later data sets. The American Community Survey data is indicated by ACS.
- If working with ACS, you cannot overlap time frames, so a three-year sample cannot be graphed as a time trend every year, you must wait a full three years to avoid overlap.
- The ACS also contains columns for the margin of error (MOE). For example, if an estimate is 50 and the MOE is 100, that estimate would be considered unreliable. As a general rule, 25% to 40% is "use with caution" and over 40% is unreliable.
- More robust tables are obtained by collapsing categories or by using a longer dataset from a three-year to a five-year, for example.

See Taylor's census data enhancement tools in the Resource Round-up section of VIEWPOINT. For assistance with navigating the online applications, you may contact Taylor at (815) 753-0925 or email taylor@niu.edu.

Sherrie Taylor is a CGS Research Associate with primary responsibility for structuring and interpreting large administrative databases for a wide variety of clients. She also is skilled in using Geographic Information Systems applications to turn static tables into visual displays and to translate statistical analysis into spatial relationships. Taylor is leading the redesign of www.illinoisdata.com, the website that CGS maintains through its role as a partner in the State Data Network Center.

#GivingTuesday – 10 Ideas for 2015 Fundraising



In February at Naper Settlement, **Barbara Rozgonyi** of CoryWest Media presented a Giving Tuesday planning schedule.

On Tuesday, December 1, 2015, also known as #GivingTuesday, nonprofits and communities worldwide will unite to celebrate generosity. In 2014, 15,000 nonprofits participated, and donations grew by 63% from 2013 to \$45.7 million, both offline and online.

Interested in participating? Plan to raise right—right now—with this step-by-step, month-by-month plan:

March – Decide

- Begin by liking Giving Tuesday on Facebook and following @GivingTues on Twitter. Browse #GivingTuesday tools.

April – Strategize

- CoryWest Media uses a WIRED strategy map: Words/messages, Intentions/goals, Routes/relationships, Experiences/stories and Design in 3D: digital, direct and dynamic.

May – Recruit

- Form a #GivingTuesday team with responsibilities for planning, partnerships, sponsors, communications, volunteers and logistics.

June – Partner

- Focus on partnerships with corporations that match funds as well as other nonprofits that want to combine efforts.

July – Create

- Brainstorm ideas to come up with a campaign to capture attention, convey emotion and encourage sharing on social media.

August – Start

- It's still early, but let your supporters know about your #GivingTuesday plans. Late summer is a great time to do a sneak preview and call for volunteers.

September – Influence

- Seek out the noisy newsmakers and key ambassadors. Let them know about your campaign and ask for their support.

October – Invite

- Gather momentum by inviting everyone to put December 1 on their calendar as a day to take a specific action.

November – Fuel

- Communicate and countdown. Set up a #GivingTuesday landing page with tools like #unselfie templates, images and videos to share, and links to donation page[s].

December – Grow!!

- With the seeds planted and watered, watch them grow. Measure and post meaningful stats like new contributors, social shares, visits to websites, hashtag reach and, of course, donations.

Need ideas, strategies or marketing tools? CoryWest Media offers a complimentary "Let's Grow!" consultation. Book yours now at corywestmedia.clickbook.net. ●

Resource Round-up

Census Data Enhancement Tools

iPUMS-USA, usa.ipums.org/usa

The information is the raw data from the American Community Survey allowing for robust cross-tabs of data. For example, at the census site you can download the number of Koreans in an area, and you can download the number of residents on food stamps, but not the number of Koreans on food stamps. iPUMS allows you to do these kinds of tables, but the trade-off is the use of areas that are pre-defined of populations over 100,000.

DataFerrett, dataferrett.census.gov

A data analysis and extraction tool to customize federal, state, and local data into spreadsheets, graphs and maps.

American Community Survey Summary File, www.census.gov/acs/www/data_documentation/summary_file

A set of comma-delimited text files that contain Detailed Tables for the ACS 1-year, 3-year, and 5-year data. The tables contain only the data from the tables and without information such as table title, description or geographic identifiers. Do not use Chrome as it has not been updated to download to Excel 2013 – YET!

OnTheMap, onthemap.ces.census.gov

A mapping and reporting application showing where workers are employed and where they live. It also provides companion reports on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex.

Illinois State Board of Education

Find school-performance data: Illinois Interactive Report Card, webprod.isbe.net/ereportcard/publicsite/getsearchcriteria.aspx or iirc.niu.edu and click Classic IIRC.

PolicyMap, www.policymap.com

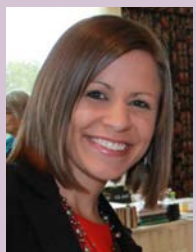
A subscription-based service that also provides free interactive map tools by clicking "Go To Map" at the top and then identifying the area of interest. However, the margin of error is not published so while the maps are appealing, basing policy decisions on this data would require further investigation on the U.S. Census Bureau site.

Google Earth, google.com/earth

Downloadable tool to analyze areas within your region. GIS shape files can be created as KML files, which are opened by Google Earth. The U.S. Census Bureau also provides KML files at www.census.gov/geo/maps-data/data/tiger-kml.html. These also have some light demographic data in their tables so you can make your own maps to export and display!

Do you have favorite resources you would like to share with VIEWPOINT readers? Please send them to jillm@elmhurst.edu. ●

Member News



Katie Michel completed her first year as fundraising and development coordinator at Forest Preserve District of DuPage County. Her responsibilities include managing the fundraising strategies for both the Forest Preserve District and Friends of the Forest Preserve District of DuPage County.

The Forest Preserve District is celebrating “Connecting People to Nature for 100 Years” and many centennial events are planned. Last summer, the Friends Foundation celebrated the completion of their first fundraising project to purchase 12 kayaks. They received several individual donations and a gift from the Rotary Club of Elmhurst to purchase 16 new kayaks.

Michel has five years of development experience working as the foundation assistant and operations coordinator at Elgin Community College Foundation, and she has volunteered for the American Cancer Society’s Relay for Life and Walk & Roll event since 2004.

In December, she completed a two-year term on the YWCA Elgin board. She earned a master’s in organizational leadership from Judson University and a bachelor’s in psychology from Roosevelt University.



Peggy McGuire became executive director of Project HELP almost a year ago. She brought a strong understanding of family needs and networks in DuPage County.

Her previous experiences and commitment to the field of parent education and child abuse prevention has provided an excellent springboard in which to expand her impact within Naperville and the region.

McGuire is passionate about strengthening families and the communities in which they live, having dedicated the past 23 years to this mission.

Through home-based parent mentoring and parenting education training, Project HELP empowers parents to create a nurturing environment, thereby enhancing the opportunity for children to reach their full potential. To learn more about Project HELP, visit <http://projecthelpdupage.org>.



In February, Mary Miller joined Outreach Community Ministries in Wheaton as Journey of Hope campaign associate. In this role, Miller will manage campaign logistics including leadership and major gift solicitations, donor care strategies, matching challenge grants, campaign reporting, and campaign-specific events. She will also facilitate grant writing for annual proposal submissions

and seek new opportunities for foundation and corporate funding support.

Miller’s past experience includes serving as director of development for Northern Kane Educational Corp. and freelance grant writing for Community Career Center, DuPage Habitat for Humanity, and World Relief. She also serves as a leadership volunteer for FeedTheNeed-Naperville, a 15-church collaboration that sponsors annual Feed My Starving Children MobilePacks. The February 2015 MobilePack involved over 4,000 volunteers who packed approximately 800,000 meals in less than two days for international hunger programs.

Miller served as WSPN’s program chair in 2014 and has been a member of WSPN since 2008.



In November, Soja Orłowski joined Worldwide Fistula Fund (WFF) as director of marketing and communications. She has served both the business and nonprofit sectors as owner of Orlow Marketing Solutions LLC since 2006.

Previously, director of marketing and development for the Chicago domestic violence agency, Rainbow House, Soja secured \$400,000

annually.

Prior corporate experience includes marketing director positions at FTD.com and Reader’s Digest Association in New York. Orłowski founded Scott Fund and has awarded \$25,000 in scholarships to date.

WFF helps girls and women in sub-Saharan Africa to heal and rebuild their lives after suffering the devastating childbirth injury, obstetric fistula. These women are left incontinent, rejected by their husbands and shunned from their communities.

In 2012, they built Danja Fistula Center in Niger and have provided 500 free surgeries. In both Niger and Uganda, empowerment programs provide literacy and vocational classes. They train OB-GYNs in Ethiopia to prevent fistula and increase access to care. For more information, visit www.WorldwideFistulaFund.org.



In October, Corinne M. Pierog, MA/MBA, principal and president of Sustainable Leadership Solutions, was selected as one of the 2014 Kane County Magazine Women of Distinction.

In its third year, the Women of Distinction award is presented to outstanding women who have made a difference in Kane County and who represent a role model and leader in their field and community. Nominated by her husband, Professor Robert Krawczyk, Pierog was selected based on her volunteer service, advocating for supportive housing and job training for adults with developmental challenges.

Pierog currently is an elected member of the St. Charles CUSD 303 Board of Education, serves on the Illinois Business Enterprise Council, and is a board member of United Way of Central Kane County.



In July, **Beth Stremel** joined CASA of DuPage County as director of development. Stremel brings 15-plus years of experience working in the nonprofit field for organizations such as American Liver Foundation and Community Health Charities.

Stremel, a lifelong community volunteer, has served in several DuPage nonprofits including People's Resource Center and First Presbyterian Church of Wheaton. She currently serves as board secretary of Mental Health America of Illinois, lives in Winfield and is pleased to represent CASA, an acronym for Court Appointed Special Advocates whose trained volunteers monitor the court cases of children aged birth to eighteen who have been adjudicated as abused, neglected and/or dependent by the juvenile court system. For more information, visit www.dupagecasa.org.

Share your Member News:

Tell us about your job change, promotion, professional development, awards and honors. Please email your news and photo to Jill McWilliams, VIEWPOINT editor, at jillm@elmhurst.edu. ●



twitter.com/WSPNOnline



tinyurl.com/WSPNFacebook

Rescigno's
MARKETING CONNECTIONS

FUNDRAISING CONSULTATION • GRAPHIC DESIGN
DIGITAL PRINT • DIRECT MAIL

708-974-2600 www.Rescignos.com

Building Our Membership

WSPN is dedicated to serving as a resource for fund-raising and development professionals, but we also provide a venue for funders as well. WSPN offers a place where organizations with similar goals and objectives can network and find new collaborative partnerships.

This month we recognize some of the outstanding individuals and organizations that work toward excellence and make a difference in their specific roles and missions—for that we salute our 2015 honorees.

If you know of others who are working in the nonprofit world, please encourage them to join WSPN.

Thank you,

Mark Dyer, membership chair, mdyer@dupageforest.com

Become a member:

Check out www.wspnonline.org to learn more about WSPN benefits including our monthly educational events, job opportunities and scholarship information.



Scan to join.

Join online or by downloading a membership application.
Non-transferable dues are \$40 per year.

Attention members:

We want to keep in touch!

Have you changed jobs or received a new title?

Do you have a new email or mailing address?

Simply log into your profile on www.wspnonline.org and update your contact information.

You can request a new password if you've forgotten yours.

Also, join WSPN on LinkedIn to extend your networking possibilities.

Be a part of the dialog.

Facilitating the Exercise

This activity is structured as a quiz that participants discuss and complete in small groups. You'll need to photocopy the quiz in advance. The answers appear in blue.

1. Ask your colleagues to gather in groups of three to five to work on the quiz together.
2. Hand out copies of the quiz and give participants no more than ten minutes to discuss and complete it.
3. Reconvene the entire group and review each question, giving the correct answers.
4. Once you've reviewed all the answers, help the group draw conclusions. Use the following debriefing questions:
 - o What surprised you?
 - o What are the implications for our fundraising strategy?
 - o Do we need to think differently?

Emphasize that in fundraising, like many areas of life, we have a tendency to project our feelings and experiences onto others, even though our assumptions may not be accurate. For example, "I give money to my church and two other organizations; therefore, everyone else focuses their giving on a small number of nonprofits." In fact, most donors support a range of organizations, as noted in the quiz.

There are times when what we think we know is actually wrong. When it comes to fundraising, if the data trump personal experience, then we have to respect the data.

For example, your colleagues may perceive fundraising as competitive. When you show them that a typical household contributes to five to ten nonprofits per year, they may see it as less competitive, since most people who donate tend to spread their money around pretty broadly.

Answers appear below.

1. In a typical recent year, how much money did U.S. nonprofits raise from private philanthropy?
 - a. \$100 billion
 - b. \$200 billion
 - c. **\$300 billion**—the total varies somewhat year to year, but this is a good estimate
 - d. \$400 billion
2. Here are the four sources of private philanthropy. What percentage of total giving comes from each category? The total adds up to 100%.
 - a. Foundations **15%**
 - b. Corporations **6%**
 - c. Individuals **72%**
 - d. Bequests **7%**
3. Which nonprofit community raises the most money from private sources?
 - a. Colleges and universities
 - b. Health care
 - c. **Religious organizations**—receive about 32% of charitable giving
 - d. Arts
 - e. Social services/human services
4. How much do U.S. nonprofits receive from all sources: private giving, government funding, and fees and other earned income?
 - a. \$800 million
 - b. \$1 trillion
 - c. \$1.2 trillion
 - d. **\$1.5 trillion**—this amount equals roughly 10% of the U.S. economy
5. What percentage of American households donate to nonprofit organizations?
 - a. 60%
 - b. **70%**—some sources say 80%, so that would also be an acceptable answer.
 - c. 80%
 - d. 90%
6. The typical American household supports how many charitable organizations per year?
 - a. 1-2
 - b. 3-4
 - c. **5-10**
 - d. More than 10

7. How much is median household giving per year?
 - a. Less than \$500
 - b. \$500-\$1,000
 - c. **\$1,000-\$2,000**
 - d. More than \$2,000
8. Which demographic group gives away the most money as a percentage of household income?
 - a. **The poor**
 - b. Middle income
 - c. The wealthy

Sources: Giving USA; National Center for Charitable Statistics; Nonprofit Quarterly; Grassroots Fundraising Journal

For more board training resources, visit www.trainyourboard.com and www.boardtrainingvideos.com. Our book, *Train Your Board (and Everyone Else) to Raise Money*, is available from www.emersonandchurch.com and wherever books are sold.

© 2014, Andrea Kihlstedt and Andy Robinson. Excerpted with permission.

Andrea Kihlstedt is author of How to Raise \$1 Million (or More!) in 10 Bite-Sized Steps. She has served the nonprofit sector for more than 30 years as a fundraiser, trainer, consultant, teacher, writer, and speaker. She has trained nonprofit boards and staff throughout the United States on effective major gifts fundraising, capital campaigns, and how to ask for gifts. Kihlstedt is cofounder (with Gail Perry) of Capital Campaign Magic, providing online learning about capital campaign fundraising.

Andy Robinson provides training and consulting for nonprofits in fundraising, grant-seeking, board development, marketing, earned income, planning, leadership development, and facilitation. Andy has worked with organizations in 47 U.S. states and Canada and is the author of six books. His latest include How to Raise \$500 to \$5000 from Almost Anyone, The Board Member's Easier Than You Think Guide to Nonprofit Finances, and Great Boards for Small Groups. ●

Generation X's Time at the Top

Nonprofits and foundations across the country are seeing churn in the leadership ranks—often baby boomers giving way to Gen X. In Charlotte, NC, for instance, dozens of leaders have stepped down in the past couple years, many after decades at the helm. "There's no question we're starting to see this," says Frances Kunreuther, co-director of the Building Movement Project, which analyzes nonprofit leadership.

A Crowdfunding Platform's New Mission

In a new wrinkle for online giving platforms, GlobalGiving is nudging the more than 4,000 nonprofits and social entrepreneurs it raises money for to improve their work and not just chase dollars. One carrot: Groups that collect and use feedback from those they serve will be awarded extra points in GlobalGiving's rating system—points that should earn them more attention and more donors. "We'll tell them, 'We want to accelerate innovation but also greater effectiveness,'" says co-founder Mari Kuraishi.

Inspiring Donors to Raise Money

Nonprofits are increasingly offering how-to fundraising help and technology to supporters, some of whom are inspired to spark the next ice-bucket challenge. Last summer's fundraising juggernaut is not likely to be repeated, says David Hessekiel, president of Cause Marketing Forum, but smart nonprofits should harness the passion of would-be fundraisers. The World Wildlife Fund last spring started Panda Nation, which helps supporters turn birthdays, bar or bat mitzvahs, bake sales, and athletic competitions into fundraising events.

In Defense of High Costs and Big Salaries

Dan Pallotta, a controversial but increasingly influential former charity-events organizer and author, is planning a 60-mile walk at the end of June to raise money for an organization that will defend charities against charges they overspend on salaries and fundraising. A growing number of nonprofit leaders are pushing to get donors to pay more attention to a charity's accomplishments and less to its overhead costs. Jacob Harold, president of GuideStar, says the charity-information group in 2015 will start publishing quantitative data that organizations provide about what they have achieved.

Edward Snowden and Nonprofit Privacy

The nonprofit world will have to pay increasing attention to the kind of data-privacy questions that have surfaced since Mr. Snowden started releasing documents about the way government taps commercial data, says Rob Reich, a Stanford University professor who co-leads the Digital Civil Society Lab. For example, in case of a lawsuit seeking information, he says, who owns the text messages that a charity collects from its beneficiaries over for-profit phone networks?

Reprinted with permission. Link to online version: <http://tinyurl.com/odqr3fq> ●

Pratap Associates, LLC

Practical Solutions for Today's Not-For-Profit

- Capital/Major Gift Campaigns
- Board Development
- Capacity Building/Strategic Planning
- Executive Search/Interim Leadership

www.pratap.com • steve@pratap.com • (630) 848-9188

Karl Maurer, CIMA®

Vice President

Wealth Management Advisor

630.954.6320

2021 Spring Road, Suite 700, Oak Brook, IL 60523

www.fa.ml.com/maurer



Merrill Lynch Wealth Management makes available products and services offered by Merrill Lynch, Pierce, Fenner & Smith Incorporated ("MLPF&S"), a registered broker-dealer and member SIPC, and other subsidiaries of Bank of America Corporation ("BAC"). MLPF&S is a registered broker-dealer, member SIPC and a wholly owned subsidiary of BAC.

© 2015 Bank of America Corporation. All rights reserved. | ARTRKJD | AD-01-15-8108 | 470944PM-0314 | 01/2015



Working together we can
Make a Difference!

- * Raise more money
- * Expand your base
- * Plan a capital campaign
- * Ask for major gifts
- * Attract planned gifts

Sandy Macnab, FAHP, CFRE
Alexander Macnab & Co.

900 N. Franklin Street, # 604, Chicago, 60610

800-708-2060

GrowFunds@aol.com *

Joe Skvara, CFRE
President
Fundraising Consultant

JS CONSULTING
Board Development, Feasibility Studies
Major/Capital Gift Campaigns

708-990-1325
joeskvara@gmail.com

(708) 488-9775

(630) 697-7132



Brad Carlson & Associates, Ltd.

Major Gifts Grant Writing Planned Gifts

Strategic Planning Campaigns Annual Fund

Interim Development Officer Service Staff Coaching

CFRE 27 Years of Experience Affordable Fees

e-mail: bcfundraiser@att.net

www.bcfundraiser.com

West Suburban Philanthropic Network Programs

WSPN programs are free to WSPN members and \$20 for non-members.

Programs are usually held on the third Thursday of each month.

Registration and refreshments begin at 8 a.m. and the program begins at 8:30 a.m., unless otherwise noted.

For more information or to register, visit www.wspnonline.org.

Thursday, March 19 **Topic:** Creating and Positioning Your Nonprofit's Brand
 Speaker: Sharon Schreiber, founder, BrandWeavers for Health
 Location: Northern Illinois Food Bank, 273 Dearborn Court, Geneva, IL 60134

Thursday, April 16 **Topic:** Ask the Lawyer
 Speaker: Lisa Stegink, attorney and founding member of Chicago Law Partners, LLC
 Location: TBD

Thursday, June 18	Topic:	Funders Panel
	Moderator:	David M. McGowan, CFRE, president of The DuPage Community Foundation
	Panelists:	TBD
	Location:	Marianjoy Rehabilitation Hospital <i>Conference and Education Center</i> , 26W171 Roosevelt Road, Wheaton, IL 60187



Tuesday, May 19 LOCATION: Bobak's Signature Events, 6440 Double Eagle Drive, Woodridge, IL 60517
Networking begins at 11 a.m., luncheon follows. Reservations begin in February;
\$50 per person or \$500 for a table of 10 which includes a business card ad in the program.

VIEWPOINT printed by Elk Grove Graphics
Annual Reports • Appeal Letters • Newsletters



elk grove graphics

Contact: Frank Hudetz, Wheaton Office
fhudetz@elkgrovegraphics.com • 630-234-5705
www.elkgrovegraphics.com • 847-439-7834



MOUSSEAU
CONSULTING GROUP

- Grant Writing
- Research
- Proven Increased Funding

Cathy Mousseau
630.674.4662

President
cathymousseau@ameritech.net

NORTH PARK UNIVERSITY

35% Tuition Discount for Full-time Nonprofit Employees

Molly Philosophos
Director of Development
Hephzibah Children's Association
MNA, '12



- **100% online** or face-to-face
- **Apply today!** Six terms year-round
Start in July, August, October, January, March, or May
- **Nationally recognized** by *The Nonprofit Quarterly*

Contact Chris Nicholson
Senior Director of Admissions
cnicholson@northpark.edu
(773) 244-5518

www.northpark.edu/sbnm

SCHOOL OF BUSINESS & NONPROFIT MANAGEMENT

Master's Degrees

Nonprofit Administration
Higher Education Administration
Business Administration (MBA)
Management
Human Resource Management

Graduate Certificates

17 options, including:
Fundraising Management
Nonprofit Governance
Nonprofit Management
Higher Education Administration
Church Administration

Lives of Significance and Service

NORTH PARK
UNIVERSITY
CHICAGO