

VIEWPOINT

Inside this issue

President's Message	2
Award Luncheon Sponsors	2
Philanthropy Collection News . .	3
Blasts from the Past.	4
Resource Round-up	8
Save These Dates	12

Spotlight Feature

Loaves & Fishes	9
---------------------------	---



WSPN mission:

Offering support to development professionals and advancing philanthropy since 1986.

Celebrating Philanthropy: WSPN's 12th Annual Award Honorees

By Jill McWilliams, VIEWPOINT editor

The West Suburban Philanthropic Network's board is proud to present the recipients who will be honored at our 12th Annual Philanthropy Awards Luncheon on Wednesday, May 21 at Eaglewood Resort and Spa, 1401 Nordic Road, Itasca, IL 60143. This year's honorees represent all of the generous philanthropic leaders who set the example of giving to and engaging community support for our nonprofits.

Philanthropists of the Year

Julia and Ken Wegner (Elmhurst)



"We feel blessed to have the opportunities and ability to help others in need. Our children are taught to volunteer their time and efforts because it is the right thing to do and never for recognition. That said, we feel humbled, proud and appreciative to be recognized as Philanthropists of the Year."

Julia and Ken Wegner are committed to philanthropic giving and volunteerism for the purpose of enriching the lives of those in our community. One of their favorite quotes reads, "To those whom much is given, much is expected."

(continued on page 10)

Philanthropic Leadership Award

Joyce Van Der Molen (West Chicago)

"It is indeed an honor, certainly unexpected, to receive the Philanthropic Leadership Award. I believe philanthropy, which in the broad sense is caring for one's neighbors, is an expression of my Christian faith."

Joyce Van Der Molen has been a leader and supporter of Donka since 1989, when Donka's founder, Don Van Haveren, recruited her as a board member to support Donka's vision—to provide no-cost computer training and job readiness services to persons with physical, visual and limited learning disabilities.



(continued on page 11)

WSPN mission:

Offering support to development professionals and advancing philanthropy.

WSPN core services:

education, networking and advocacy

VIEWPOINT ©2014 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 dues to join WSPN 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

2013-14 WSPN Board Members

Officers

President

Chrissie Howorth
Associate Vice President of Development
VNA Health Care
(630) 482-8132
choworth@vnahealth.com

Vice President

Ann E. Spehar
Executive Director
Naperville Education Foundation
(630) 420-3086
aspehar@naperville203.org

Treasurer

Monica Bucek
Director of Major and Planned Gifts
Elgin Community College Foundation
(847) 214-7258
mbucek@elgin.edu

Secretary

Tim Traynor
Director of Institutional Advancement
All Saints Catholic Academy
(630) 961-6125, ext. 126
ttraynor@ascacademy.org

Immediate Past President

Lora Vitek
Director
Philanthropy and Community Relations
Delta Dental of Illinois Foundation
(630) 718-4764
lvitek@deltadentalil.com

President's Message

WSPN's awards luncheon is a wonderful opportunity to celebrate our honorees' generosity, commitment and service and has become a hallmark of spring on the WSPN calendar.

It is with gratitude and appreciation that we gather together to commend their outstanding contributions and to spend a few hours recognizing the impact philanthropy and service has had on our community and those we serve. I hope you will enjoy reading about the remarkable accomplishments of our honorees in this issue of VIEWPOINT.

This occasion also serves as a reminder that our work is far from done. I hope you too will draw inspiration from the WSPN members who make a difference in the lives of others, and take time to consider how we might effectively continue to meet the growing challenges of those we serve.

With the approval of WSPN's membership, I will soon hand the baton of presidency to Ann Spehar. I am thrilled Ann will be leading the wonderful group who serve as WSPN's board. At this time, I want to thank them for their dedication to our mission and for their outstanding support during my term. With appreciation to Lora Vitek, I look forward to transitioning to immediate past president, which has an ominous and exciting ring to it.

Sincerely,



Chrissie Howorth



Thank you to our Annual Philanthropic Awards Luncheon Sponsors

With appreciation, we recognize WSPN's 2014 12th Annual Awards Luncheon sponsors*:

CALAMOS



Delta Dental of Illinois Foundation



* Sponsors at the time of publication.

Philanthropy Collection News

Foundation Directory Online Gets Refreshed

By Christine Kickels, Librarian
College of DuPage's Philanthropy
Collection

The most frequently used item in College of DuPage's Philanthropy Collection is Foundation Directory Online Professional.

Updated weekly, Foundation Directory Online provides access to over 120,000 foundations, corporate giving programs and grantmaking public charities in the United States.

Users can access over three million recently awarded grants and one million recently filed IRS 990 and 990-PF forms.

Recently, Foundation Center modernized its look and made improvements. Foundation Directory Online now includes:

- **Ranked Results:** Power Search results are now sorted by relevance so you don't have to sift through pages of choices.
- **Guided Search Functionality:** With new and improved filtering options, you can find the perfect search term as you type.
- **New Export Options:** For quicker dissemination of information, you can now email colleagues lists of grantmakers and groups of grantmaker profiles.

Haven't used Foundation Directory Online? Try out some of the free features found at fdo.foundationcenter.org/.

In addition to the books and databases provided through the Foundation Center, we continue to add new titles to our circulating collection. Some of our newest additions include:

- **How to Write Successful Fundraising Appeals** by Warwick and Overman
- **Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money** by Miller
- **The Nonprofit Fundraising Solution: Powerful Revenue Strategies to Take You to the Next Level** by Pagnoni

The College of DuPage Library has finished its renovation and we now have two entrances. All are welcome and anyone who works or lives in District 502 is eligible for a COD Library card.

If I can help you become more familiar with our non-profit resources, please contact me at (630) 942-2313 or kickels@cod.edu. ●



Committee Chairs

Awards Luncheon co-chair

Maeven Sipes

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

Awards Luncheon co-chair

Lora Vitek

Director, Philanthropy and Community
Relations
Delta Dental of Illinois Foundation
(630) 718-4764
lvitek@deltadentalil.com

Communications chair

Sam Madan

Director of Special Events
and External Relations
Pillars
(630) 606-2920
sam.r.madan@gmail.com

Membership chair

Mark Dyer

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

Programs chair

Mary Miller

Development Director
Northern Kane Educational Corp.
(630) 922-5280
millermary30@gmail.com

VIEWPOINT editor and designer

Jill McWilliams

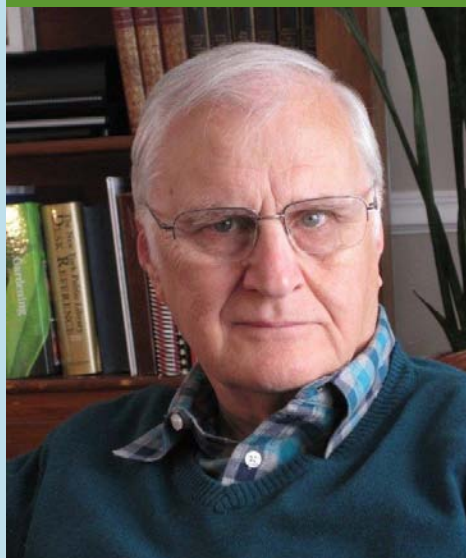
Director of Foundation and
Government Relations
Elmhurst College
(630) 617-6470
jillm@elmhurst.edu

**Donors Forum: Celebrating 40 years
of strengthening Illinois philanthropy and
nonprofits.** Visit us at www.donorsforum.org



Humanitarian of the Year

Mark Milligan (Wheaton), co-founder of Bridge Communities



"I am so honored to be named Humanitarian of the Year. Over the past 26 years, Bridge Communities has provided shelter and services to homeless families, motivated by the idea that emergency shelters are not an environment children should be living in. To have founded such an organization and now to be honored by a group like WSPN is very moving."

More than 26 years ago, **Mark Milligan** was moved to action by the outrage he felt at the lack of help available for homeless families. Along with his friend, Bob Wahlgren, Milligan set out to help one family—one family became hundreds and one step toward action became Bridge Communities.

Under Milligan's leadership, Bridge Communities is a leader in providing outstanding grassroots transitional housing and supportive services to homeless families in DuPage County. Bridge Communities is highly regarded among its regional peers and is a national leader in pioneering new

ways of ending the cycle of family homelessness and poverty.

Reflecting on his volunteer experience at a PADS shelter, Milligan said, "I believe my discomfort started as I began to see more and more families coming to the church for shelter. It was disquieting to see a church full of pads with people sleeping on them—most of them single men from 40 to 60 years old—and then to see, far over to the side, a single mother with a 7- or 8-year-old daughter."

Since 1988, Milligan has been a key visionary and activist for homeless families. Under Milligan's leadership, Bridge Communities identified the need of moving homeless families to self-sufficiency; launched a grassroots effort by assembling donors and volunteers to surround a homeless family with resources and support; replicated that effort by recruiting more donors and volunteers; developed the Program Partner relationship through which organizations could partner to help more families permanently out of homelessness; incorporated that approach into the organization now known as Bridge Communities; recruited more than 45 organizations to support 108 families at a time; has grown from two volunteers to 19 staff and over 300 volunteers; increased from a \$100 donation in 1988 to a \$2.5 million budget today; and purchased 16 buildings throughout DuPage and constructed one to house homeless families in the Bridge Program.

None of this was accomplished alone, but all of it was done with Milligan's heart and soul invested in every decision made, every agreement signed, every risk taken.

As Bridge Communities recently celebrated its 25th anniversary of providing homes and hope to families, Milligan said, "When we started, I thought the program was about the moms. Now, 25 years later, I realize it's equally about the children." Today, more than 800 families are ending the cycle of poverty by moving to self-sufficiency, financial stability and permanent housing.

As evident from his vision, dedication and passion in providing housing to homeless families, WSPN is honored to award Mark Milligan as Humanitarian of the Year. ●

Blasts from the Past

Program Highlights

by Jill McWilliams



Cause Marketing

On March 20, **James Reeves**, president of Do Well. Do Good., www.DoWellDoGood.net, presented at Loaves and Fishes in Naperville.

Consumers have rising expectations that the brands they purchase will address societal problems. There is a growing trend of more for-profit businesses partnering with nonprofits for mutual benefit—a concept known as cause marketing, which is a potential profit-making initiative by an organization or brand to raise awareness, money and/or consumer engagement on a social or environmental issue.

For companies it means engaging employees and customers with their brand, building their reputation and creating sales. For nonprofits it means promoting their mission, raising awareness and creating revenue.

Reeves noted that cause marketing is not philanthropy but a blend of capitalism and social impact.

Engages People + Social Impact + Drives Results = Cause Marketing

For example, Dove Movement for Self Esteem is an excellent model of cause marketing: tinyurl.com/nvks5gy.

For more information, Reeves highly recommends "Cause Marketing for Dummies" by Joe Waters and Joanna MacDonald.



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



Development Professional's Guide to Creating a Social Media Plan

On April 17, **Barbara Rozgonyi**, speaker, author and leader of CoryWest Media, LLC, presented at Northern Illinois Food Bank in Geneva.

Rozgonyi shared that social media is a must-have multi-purpose marketing tool for nonprofit development professionals. You can use social media connections to build community, increase visibility, share your message, publicize events and raise funds.

Think of social media as a communications channel you can integrate with your existing marketing and development plans. Focus on topics, channels, and results. Anchor your efforts with a blog. Highlight blog posts with intriguing images and catchy headlines.

To make the most of your time on social media, hang out where your biggest fans are and bring them into the conversation.

For a complimentary mini social media audit for WSPN members, contact CoryWest Media at (630) 207-7530. Visit <http://wiredPRworks.com> to access social media, marketing and PR resources. ●

Nonprofit Executive of the Year

Gloria Bunce, executive director of CASA Kane County (Geneva)

“There’s not a day that passes that I don’t feel grateful for the people I get to work with in serving our youth from my staff, CASA volunteers, donors and our board leadership. The responsibility that has been given to me and the organization is never taken for granted, so when I learned of this award it was a proud moment that I could sit back, smile and think of all of the people who made this happen.”

In 2007, **Gloria Bunce** started as executive director of CASA Kane County. Established in 1988, CASA is a nonprofit, volunteer organization that recruits, trains and supervises community volunteers who serve as Court Appointed Special Advocates (CASA) for the best interests of abused and neglected children within the Juvenile Court system.

When Bunce joined CASA, its budget was \$800,000 (operating in the red), and there were 198 Court Appointed Special Advocates and 466 children served. As a direct result of Bunce’s vision and leadership, CASA’s budget exceeds \$2,500,000, has 250 active volunteers, an 18-member board and is serving nearly 600 children.

Bunce heightened community awareness by establishing a 34-member Chairman’s Advisory Panel, resurrecting an Outreach Team who trains advocates interested in speaking on CASA’s behalf, and beginning the Advocate Advisory Panel who advise staff on issues they are encountering and provide suggestions for resolution.

Especially helpful to the education of volunteers has been the establishment of a website resource database primarily designed for transitioning youth, CASA volunteers and agency partners into the community and providing information about alternative services.

One of Bunce’s more notable accomplishments has been the establishment of a \$1 million-plus endowment. To meet a grant challenge, Bunce cultivated volunteer fundraisers and developed and implemented fundraising initiatives including



the Grow a Healthy Child Garden located at the Kane County Courthouse. The garden is a visible legacy of the positive impact of CASA in the lives of children.

Bunce developed a comprehensive policy orientation handbook and improved the staff enhancement performance evaluation process and continuing education program. In 2007, 2010 and 2013 under her leadership, CASA went through a formalized strategic planning process.

Bunce enhanced CASA’s educational conference, now hosted annually, bringing in nationally recognized speakers and securing sponsors to cover most of the costs. This fall’s conference was the largest—with more than 350 attending.

In June 2011, Bunce received the Kane County Bar Association Liberty Bell Award, a nationally recognized award bestowed on a non-attorney or community organization that promotes better understanding of the law, encourages a greater respect for the law and the courts, stimulates a sense of civic responsibility and contributes to good government.

Because of Gloria Bunce’s leadership and dedication to improving the resolution of custody issues of dozens of at-risk children and their families, WSPN is privileged to present her as Nonprofit Executive of the Year. ●

Corporate Philanthropic Award

Navistar (Lisle)



"We believe we have a responsibility to enrich the communities where we live and work, and we're honored that Navistar's efforts are being recognized. We aim to make a difference not only through our contributions but also through our employee volunteers who help make our local neighborhoods stronger." – Lisa Hartenberger, director of corporate communications and community relations of Navistar

Since 2010, Navistar has contributed nearly \$4 million to local nonprofits. Their key area of focus is Science, Technology, Engineering and Math education. They also support causes that contribute to the development and vitality of areas surrounding their Lisle headquarters, several Chicago-based nonprofits as well as causes in communities across the world where Navistar has a presence.

Since 2010, Navistar has supported more than 45 nonprofits including American Red Cross, DuPage Children's Museum, DuPage County Chapter, Museum of Science and Industry, FIRST Robotics, Naperville Education Foundation, Giant Steps, Naperville Ribfest, NAACP, Lisle Eyes to the Skies, Morton Arboretum, Northern Illinois Food Bank and Quad County Urban League.

Navistar supports local service organizations (Exchange Club of Naperville, and Rotary and Lions clubs), and civic organizations (Choose DuPage and Lisle, Naperville and Chicago chambers of commerce).

Numerous Navistar executives serve on nonprofit boards including Benedictine University, Boys and Girls Clubs of

Chicago, Children's Memorial Hospital, Giant Steps, Girl Scouts of Chicago and Northwest Indiana, Naperville Education Foundation, North Central College, Salvation Army, Sharing Connections, and United Way.

Navistar employees actively engage in causes including Navistar Annual Day of Service, March of Dimes, Junior Achievement, NAACP DuPage County Chapter, FIRST Robotics, Museum of Science and Industry, Girl Scouts of Greater Chicago and Northwest Indiana, Giant Steps, Salvation Army Chicago (hosted Meals for Haiti at their Melrose Park facility, where hundreds of their employees and community members assembled 500,000 meals for Haitian earthquake victims), DuPage County Children's Museum (sponsored How Things are Made featuring Navistar trucks and buses), Lisle Area Chamber of Commerce Classic Car Nights, and Rockin' for the Troops (Cantigny Park).

In addition, Navistar has been passionately involved in creating and maintaining diesel technician education programs at four high schools: Chicago (2), Indianapolis and South Carolina. In 1997, Navistar responded to a challenge from the CEO of Chicago Public Schools to create the Navistar Truck and Diesel Technology program, which provides educational and economic benefits to at-risk students, the local community and the transportation industry, which suffers from a chronic shortage of qualified technicians.

Based on the success of this program, which Navistar has supported with more than \$10 million, Navistar recently established a relationship with City Colleges of Chicago and Mayor Rahm Emmanuel's Colleges to Careers program.

Navistar serves as a philanthropic leader through its commitment to service and community needs, and WSPN is pleased to honor their leadership and staff with the Corporate Philanthropic Award. ●

Foundation Philanthropic Award

DuPage Medical Group Charitable Fund
(Downers Grove)



"The DMG Charitable Fund is honored to receive WSPN's Foundation Philanthropic Award. Our physicians and staff are committed to making a difference in the health and wellbeing of our community beyond our clinic doors by giving time, sharing talent and donating treasure." – Peri Todd, director of DuPage Medical Group Charitable Fund

DuPage Medical Group established the **DuPage Medical Group Charitable Fund** in 2010 in partnership with The DuPage Community Foundation to provide an organized, coordinated, systematic approach to giving back to the community; to promote professionalism and volunteerism among DMG physicians, care providers and staff; and to obtain charitable contributions to expand their work throughout DuPage County and beyond.

The mission of the Fund is to create long-standing partnerships with community-based service organizations and health partners that focus on DuPage County's three greatest needs: food, shelter and health care.

DMGCF provides physicians the opportunity to give of their time, talents and expertise. Their accomplishments include giving more than \$288,000 in grants, partnerships with People's Resource Center, providing more than 1,400 volunteer hours per year, year-round food collection at more than 30 DMG sites, Kicking Hunger with Robbie Gould's Goulden Touch Foundation and Humana (providing food and donations to support Northern Illinois Food Bank's BackPack Program, which provides food for children who may otherwise go hungry over the weekend), FORWARD Initiative

Service Club Philanthropic Award

Kane County Farm Bureau (St. Charles)

(solutions to end childhood obesity), LivingWell Cancer Resource Center, and Wellness House.

Through Access DuPage and DuPage Community Clinic, a leading provider of charity care to the uninsured, DMG created a specific program to eliminate the backlog of patients awaiting specialty care. Examples include establishing dermatology and pain clinics at DCC, seeing surgery consults and performing surgeries, and providing annual eye exams for more than 200 patients with diabetes.

The Robert Crown's Heroin Education Program creates much-needed educational materials and programs for healthcare providers and parents. DMG provides volunteer support for heroin education events, and Happy to Be Me adolescent girl empowerment programs.

DMG provides volunteers for Family Shelter Services' Home Sweet Home and Holiday Shoppe and truckloads of toys and gifts for families of domestic violence.

DMGCF also supports walks and runs for health such as American Heart Association, Susan G. Komen Race for the Cure and American Cancer Society's Relay for Life and Making Strides events. DMGCF is also used to educate and promote the medical mission work their physicians perform abroad.

For their commitment of focusing on DuPage County's greatest needs and providing their time, talent and expertise, WSPN honors the DuPage Medical Group Charitable Fund with the Foundation Philanthropic Award. ●



“Kane County Farm Bureau is honored to have been nominated for the Service Club Philanthropic Award by the Northern Illinois Food Bank and proud of our members’ commitment to Harvest for ALL to help to feed neighbors in need. Hunger relief is a natural extension of the work farmers do to supply food for a growing world population and their commitment to farms, family and food.” – Joe White, president of Kane County Farm Bureau

Since 2003, the **Kane County Farm Bureau** has donated over \$28,000 to Northern Illinois Food Bank through its nationally recognized Harvest for ALL campaign. In addition, KCFB members have directly donated thousands of additional dollars to many of NIFB's network partners to assist in feeding Kane County neighbors.

At their Centennial Celebration in September, KCFB celebrated the milestone of their Million Meal Challenge by reaching 1,016,908 meals donated to NIFB and other network partners.

In addition to benefiting from hosting KCFB's Centennial Celebration, NIFB was among nine organizations invited to present in November to 55 local farmers during the first-ever Meet the Buyers event, where NIFB met many farmers who could possibly provide much-desired locally grown fresh produce with low transportation costs.

The annual Food Check-Out Challenge sponsored by KCFB brings together state and local legislators, corporate sponsors, a retail donor, NIFB, selected network partners, and KCFB members to bring awareness to hunger relief efforts. Upwards of 20 shopping carts are filled during a five-minute race through the aisles of Jewel. Proceeds go to two participating food pantries.

KCFB recently was one of four local county farm bureaus (DeKalb, Kane, Lake and McHenry) that donated more than \$9,000 to NIFB through Penny Wars at the Illinois Farm Bureau's annual meeting, where 18 jars were displayed. Members contributed to their district and the winner takes all. This timely donation was used for NIFB's Milk to My Plate program.

Piloted in October 2012 with five DuPage network partners, Milk to My Plate currently has 23 network partners in 11 counties, and more than 60,000 gallons of milk have been distributed. Without KCFB's support, this systematic expansion would have been impossible.

KCFB was an avid supporter of Field Moms' Acre and Pen project, where area moms followed farmers in the raising of pigs, corn and soybeans. From seed to harvest and birth to market, Field Moms tracked the growth of the crops and pigs. Profits were used to purchase 760 pounds of fresh ground pork that was donated to NIFB through the Illinois Pork Producers Association.

As evident from KCFB's support of food pantries and their efforts to solve hunger, WSPN is pleased to honor them with the Service Club Philanthropic Award. ●

Become a WSPN member:

Join online or by downloading a membership application.

Non-transferable dues are \$40 per year.

Should you have any questions, please contact

Mark Dyer, membership chair, mdyer@dupageforest.com.

Also, join us on Twitter, twitter.com/WSPNOnline, and Facebook, [tinyurl.com/WSPNFacebook](https://www.facebook.com/WSPNFacebook).

Editor's Note

Dear VIEWPOINT readers:

On Wednesday, May 21, we'll recognize another exceptional slate of honorees at the 12th Annual Philanthropy Awards Luncheon at Eaglewood Resort and Spa in Itasca.

These honorees exhibit exemplary leadership and unwavering dedication in advancing philanthropy and the mission of the organizations they serve.

"The best and most important things cannot be seen or even touched ... they must be felt by the heart." – Helen Keller

Don't miss the luncheon, and order your tickets today.

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

\$ 70 - one issue

\$125 - two issues

\$160 - three issues

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

To place an ad, email jillm@elmhurst.edu a camera-ready, business-card size ad. Send a check payable to **West Suburban Philanthropic Network:**

WSPN Ad Subscription

P.O. Box 268

Wheaton, IL 60187-0268

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

Grantmaker of the Year

Deborah Kustra, grants manager of Community Memorial Foundation (Hinsdale)



"I am thrilled to have been selected as Grantmaker of the Year. As a member of the team at Community Memorial Foundation, I am proud to help serve the people in our communities. It is a privilege to work so closely with organizations and individuals who do so much to improve the health and wellbeing of all in the region. They have taught me so much, and I am honored to work alongside them."

Community Memorial Foundation is a private independent foundation established in 1995 as a result of the sale of the nonprofit LaGrange Memorial Hospital to Columbia HCA Corporation. CMF's grantmaking and community work are guided by its mission—to measurably improve the health of people who live and work in the western suburbs of Chicago.

CMF's board and staff remain committed to working with area nonprofits to create healthier communities. CMF awards grants in three main areas: Building

Organizational Effectiveness, Healthcare Access, and Responsive Grants for community needs. To date, CMF has awarded almost \$59 million to area nonprofits.

Deborah Kustra joined CMF in 1995 and became grants manager in 2000. CMF receives more than 120 applications each year and Kustra's attention to detail is commendable as she maintains the grants database, checks eligibility and prepares the applications for review, which includes organizational site visits.

Once grants are approved, Kustra, with the staff, prepares grant agreements, manages check distributions and tracks the reporting process. In addition, Kustra staffs the audit committee and is responsible for CMF's website and newsletter. She is a key player in the team of five that makes up the foundation's staff.

Kustra is also skilled in building relationships with grantees and taking a genuine interest in each organization's focus, mission and activities. She takes the time to get to know development staff and is considerate in making phone calls notifying grantees of award decisions.

"From beginning to end of the grant process, Deb is always gracious, concerned and encouraging. She genuinely cares about her work at the Foundation, her agency contacts and the many people to whom she is able to offer both help and hope," said Barbara Schmith, executive director, donor and resource development of West Suburban Community Pantry.

As a result of Deborah Kustra's dedication to serving the many nonprofits that receive funding from CMF, WSPN is privileged to honor her as Grantmaker of the Year. ●

Resource Round-up

Request for applications:

St. Raphael Special Appeal Grant – An annual collection, which reaches about \$15,000 to \$20,000, is held during the Advent season to support the efforts of a nonprofit, church ministry, social agency or peace and justice organization. To request an application,

please contact Margaret Huck, coordinator of service ministry and pastoral care of St. Raphael Catholic Church, at (630) 615-7616 or mhuck@st-raphael.com.

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

Spotlight

Featuring a WSPN Member Organization



Loaves & Fishes

Ending Hunger  Empowering Lives

"Give a man a fish, and you feed him for a day. Teach a man to fish and you feed him for a lifetime." ~ Lao Tzu



This Chinese proverb exemplifies the philosophy **Loaves & Fishes** adopted to end hunger locally. Founded in 1984, the Naperville-based organization assists low-income Naperville and DuPage County residents by combining their core grocery nutrition initiative with multifaceted anti-poverty services called Pathways to Empowerment.

Loaves & Fishes collaborates with local agencies to provide these services on-site. Partnerships include job search support (Community Career Center), mental health counseling (Samaritan Interfaith), public benefit and Medicaid application assistance (Access DuPage, DuPage County Health Department), English as a Second Language (ESL) classes (College of DuPage), nutrition counseling, computer classes (People's Resource Center), tax assistance (IRS-VITA), financial literacy classes (William Beck Associates) and Veterans' benefits (Illinois Department of Veterans' Affairs). Additional collaborations with 360 Youth Services, VNA Health Care, and Pfeiffer Law Offices, P.C., address other barriers to self-sufficiency.

Loaves & Fishes' mission is to provide food and leadership in the community by uniting and mobilizing resources to empower people to be self-sufficient. In accordance with its five core values (Community, Compassion, Dignity, Hope and Service), Loaves & Fishes provided 18,564 individuals with food assistance plus 1,682 individuals participated in an empowerment program last fiscal year. By combining these services, Loaves & Fishes helps clients reduce household expenses and overcome financial barriers.

Over 1,500 volunteers donate time and talent to ensure that Loaves & Fishes' programs operate successfully. The vibrant food recovery program repurposes more than 60,000 pounds of nutritious food each week from local grocers, reducing food waste and nourishing clients.

Loaves & Fishes has created a social infrastructure connecting community partners to low-income residents. Contact Matthew Chicola at mchicola@loaves-fishes.org to learn about work group and partnership opportunities. ●

Pratapas 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.pratapas.com • steve@pratapas.com • (630) 848-9188



Working together we can Make a Difference!

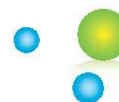
- * Raise more money
- * Expand your base
- * Plan a capital campaign
- * Ask for major gifts
- * Attract planned gifts

Sandy Macnab, FAHP, CFRE
Alexander Macnab & Co.

900 N. Franklin Street, # 706, Chicago, 60610
800-708-2060

GrowFunds@aol.com * www.AlexanderMacnab.com

Joe Skvara, CFRE
President
Fundraising Consultant



JS CONSULTING

Board Development, Feasibility Studies
Major/Capital Gift Campaigns

708-990-1325
joeskvvara@gmail.com



**DARFLER
BENEFIT AUCTIONS
& CONSULTING**
SINCE 1990

Bart Darfler

Assisting nonprofits achieve record-setting fundraising results since 1990.

www.DBAC1990.com



Brad Carlson & Associates, Ltd.



Development Planning/Audit, Major Gifts
Grant Writing, Annual Fund, Planned Giving
Strategic Planning, Capital Campaigns
Staff Coaching, Interim Director Service

CFRE, 23 Years of Experience

bcfundraiser@att.net • www.bcfundraiser.com
(708) 488-9775 (630) 697-7132

Nonprofit Volunteer of the Year

Bill Archer (Carol Stream)



"I feel greatly honored to be nominated by People's Resource Center for Nonprofit Volunteer of the Year, and then humbled to be selected as such by WSPN. To care for our neighbor is a duty incumbent on each of us, and I am only one among many dedicated workers in the field of the Lord."

goal is simply to help in any way he can to make our community a better place," said Kim Perez, executive director of People's Resource Center.

In the Adult Learning and Literacy program, Archer has assisted more than 100 students and more than 30 volunteer tutors since he began volunteering at PRC in September 2010. As a volunteer tutor and class coordinator about four times a week, he helps students improve math skills, pass GED exams, develop reading and writing skills and quizzes immigrants on government and history facts to pass their U.S. citizenship interviews.

One look in PRC's Open Classroom Study Group will find him tutoring a group of his students while at the same time assisting volunteers with their respective students all while maintaining his

usual calm combination of teacher, coach and mentor.

Archer builds and strengthens the community without fully realizing the extent of his efforts. For example, one day he noticed PRC was behind in organizing and distributing their many donated books, so he developed process improvements and purchased materials to design, build and install beautiful bookshelves in PRC's waiting area. As a result, more books are available for PRC's families to take home.

Archer volunteers in PRC's food pantry every Monday morning before 6:30 a.m. He straightens the bread, stocks supplies and cleans so the food pantry is ready for the week's activities. Then he stocks and sorts the books in the waiting area. Like a one-man army, Archer gets more done before 8 a.m. than most people do all day. More impressive, he does so with a smile.

In addition, Archer provides behind-the-scenes art exhibition support for PRC's clients so they can showcase and exhibit their work.

Acknowledging Archer's involvement in the lives of thousands of DuPage County residents, WSPN is delighted to honor him as Nonprofit Volunteer of the Year. ●

Bill Archer is a bit of a celebrity at People's Resource Center, although he would certainly never describe himself in such a manner. "In fact, he has often said that he is no different from any other volunteer. One look, however, at the long list of his achievements and contributions speaks to the contrary. He has quietly and selflessly helped throughout many aspects of People's Resource Center without any thought of recognition or reward. His

Philanthropists of the Year *(Wegner continued from page 1)*

Julia Wegner is a homemaker and mother of three children. She has been heavily involved at Immaculate Conception Grade School as a room mother, school photographer, yearbook coordinator, play producer and volleyball coach. She previously worked in fundraising for Joffrey Ballet in Chicago and was an important member of Elmhurst Memorial Hospital Foundation's Special Event Committee for many years.

She currently teaches baptismal preparation at Immaculate Conception Parish and is a member of the Bears Care Committee, which is the fundraising arm of the Chicago Bears. She was awarded the Distinguished Graduate Award for Immaculate Conception Grade School in 2013.

Ken Wegner is president of Jel Sert Company, makers of Fla-Vor-Ice and many other food products. Jel Sert, headquartered in West Chicago, partners with American Childhood Cancer

Organization, National Ovarian Cancer Coalition, and Operation Homefront. They are also significant sponsors of Dan Gibbon's Turkey Trot, Elmhurst Relay for Life and many other local charities. Ken is director of Max McGraw Wildlife Foundation and a member of Young Presidents' Organization-Chicago Chapter. He was formerly school board president of Immaculate Conception Grade School and coached AYSO soccer, Elmhurst Youth Baseball and several sports at Immaculate Conception.

The Wegner's generous contributions to Elmhurst College include a large commitment toward their science center between 2010 and 2013, an equally large pledge to the annual fund between 2010 and 2013 and contributions toward various scholarships and a lecture.

Ken Wegner became involved with Elmhurst Memorial Hospital in 1986 when he became a founding member of EMH Foundation's Special Event Committee. He joined the Foundation's

board in 1991 and became board chair in 1995. He has been a member of EMH's board, board of governors and is currently chair of EMH Foundation. In 2012, he was awarded the Robert E. Soukup Award for Leadership by the hospital.

In addition, the Wegners have provided financial support for ovarian cancer research to Loyola Hospital through an endowment fund they established in honor of Julia's mother. They support Diocese of Joliet, Catholic Charities, American Cancer Society, Wounded Warrior Project, Immaculate Conception Parish, Maryville Academy, Alzheimer's Association, Elmhurst Memorial Hospital and several other local and national organizations.

WSPN is proud to honor the Wegners as Philanthropists of the Year because they positively affect our community and continually demonstrate excellence through philanthropic leadership, giving and impact. ●

WSPN Distinguished Service Award

Lora Vitek (St. Charles)

“I’m honored to receive this award. My involvement in WSPN has been because of my choice to take action in my career and learning experiences. It takes time and effort and you have to want to make networks, events and opportunities work for you. I have grown and had positive experiences from that approach.”

Lora Vitek has been a member of WSPN since 2004. During this time, she has demonstrated a dedication to furthering WSPN’s mission and goals.

Vitek began her service on the board as co-chair of the program committee in 2006. She has consistently demonstrated reliability, thoughtfulness and engagement as a team member. She served as vice president, president and currently serves as immediate past president.

Vitek values the opinions of others, is inclusive and engaged. She has given a great deal of time and energy to helping grow and nurture WSPN for the benefit of its membership and in support of cul-

tivating philanthropy in the western suburbs.

In addition to serving on WSPN’s board, Vitek has been a member of the awards luncheon committee for many years and has served as a member of the nomination committee drawing upon her network to bring professionals into volunteer roles in WSPN.

An example of Vitek’s tenacity and dedication can be illustrated by one simple story. In 2010, while leading a board meeting as president, she was expecting her second child and was clearly uncomfortable but soldiered through the meeting. When the meeting ended, she quickly packed up her belongings and cheerfully left the meeting.

As it turned out, Vitek had been in labor throughout the meeting and went straight to the hospital to deliver her son . . . relaxed in the knowledge that the WSPN business was taken care of. That alone qualifies as distinguished service.

In recognition of Vitek’s many years of board and committee service,



together with her extensive knowledge of the fundamental principles of ethical fundraising, her willingness to participate and generously share knowledge and her active engagement in furthering WSPN’s goals and the culture of philanthropy, it is WSPN’s honor to recognize Lora Vitek with the WSPN Distinguished Service Award. ●

Philanthropic Leadership Award *(Van Der Molen continued from page 1)*

Van Der Molen began serving as fundraising and nominating committee chair. After 17 years serving as secretary, she was unanimously nominated as board president in 2008. She has served on Donka’s board for about 24 years and, although recently retired, continues to provide mentorship and support.

In addition, she supports Marianjoy Rehabilitation Hospital’s scholarship program, which was established in 1994 for students with physical disabilities who are pursuing a college education. She supports the recipients with her time and resources, attends the scholarship awards program and encourages the students.

Van Der Molen supports Marklund—its goal is to help individuals rise above their limitations, reach their highest potential and live as full a life as possible. When Marklund campaigned to expand its space to house more residents with disabilities, Van Der Molen and her late husband,

Everett, gave such substantial support that the campaign organizer stated that in her 20 years of fundraising she had never seen such a generous donation.

Moreover, Van Der Molen served on the Women’s Auxiliary Board of Elim Christian Services, which provides individuals with disabilities educational, vocational and therapeutic programming.

She supported The DuPage Community Foundation for more than 20 years. She served on DCF’s grant committee from 1997-2001 and on the board from 2003-2006.

Van Der Molen supports and advocates for refugee ministries including the Vietnamese New Hope Christian Reformed Church. She and her late husband were among the first to befriend Pastor Huu Phu Nguyen. Through the Everett and Joyce Van Der Molen Foundation, she gives substantial support to Pastor Huu’s compensation and benefits. The Van Der Molens acquired the building in which the

congregation meets, and she assists with its ongoing maintenance.

Other organizations she financially supports and provides service to include Roseland Christian Ministries (board member), Outreach Community Ministries, and Exodus World Services. Dedicated to the arts, she has supported Elmhurst Art Museum and Elmhurst Symphony Orchestra.

In 2001, Van Der Molen received YWCA’s Outstanding Leader Award, given to individuals who serve as role models for women aspiring to personal and professional success as well as a commitment to racial justice.

Joyce Van Der Molen not only supports organizations financially but also truly exemplifies a leader with her hands-on involvement, and WSPN is pleased to present her with the Philanthropic Leadership Award. ●

Save These Dates . . .

West Suburban Philanthropic Network Programs

Please save these dates . . . and join us for the exciting events we have planned.

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.



12th Annual Philanthropy Awards Luncheon

Wednesday, May 21 LOCATION: Eaglewood Resort and Spa, 1401 Nordic Road, Itasca, IL 60143
Networking begins at 11 a.m., luncheon follows. Register online—\$50 per person or \$500 for a table of 10 which includes a business card ad in the program.

Thursday, June 19	Topic:	Funders Panel
	Moderator:	David M. McGowan, CFRE, president of The DuPage Community Foundation
	Foundation panelists:	Mary Keating, director of community services of DuPage County Ronald L. McDaniel of the Ronald L. McDaniel Foundation Heather Higgins Alderman, president of Illinois Children's Healthcare Foundation
	Location:	Phelps Room, lower level of the Todd M. Beamer Student Center, Wheaton College; use parking lot at 500 College Avenue, Wheaton, IL 60187 THIS IS NOT A FUNCTION OF WHEATON COLLEGE
<hr/>		
Thursday, Sept. 18	Topic:	Engaging Professional Advisors in the Fundraising Process
	Speakers:	Brett Dale, estate planning attorney of Huck Bouma P.C. Nancy Hermann, senior vice president and managing director of The Private Client Reserve of US Bank
	Location:	ArtfulIMPACT! at School of Performing Arts in historic 5th Avenue Station, 200 East Fifth Ave., Suite 132, Naperville, IL 60563
<hr/>		
Thursday, Oct. 16	Topic:	Half Day Seminar What's New In Major Gifts Fundraising/Managing The Major Gifts Process Through Moves Management™
	Speaker:	William T. Sturtevant, Sturtevant Fundraising
	Location:	TBD

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

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



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



- 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



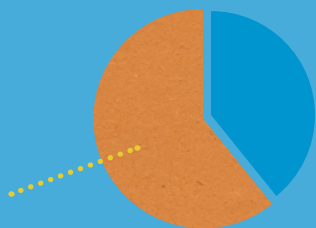
BRIGHT IDEAS TO INSPIRE *donor loyalty*



Fundraising and philanthropic landscapes are highly competitive and ever-changing. Improving your organization's effectiveness and impact is vital to sustained success. Rescigno's Marketing Connections' team of experts will help you maximize your fundraising and philanthropic results.



60%



of your donors should renew their gifts annually.

We've been helping nonprofits inspire their donors to give for 23 years.

It's why over

700

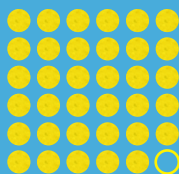
*small to mid-sized nonprofits
have turned to us over the years.*

*We help them with everything
from planning and research to
individual giving and annual
fund campaigns.*



The organizations that take steps now to

**ATTRACT.
ENGAGE
AND RETAIN DONORS**



will be better positioned to support their missions in the future.

*Strategically, RMC will help your organization succeed by stewarding
loyal donors in spite of the on-going shifts in charitable giving.*

IT TAKES
bright ideas.



www.rescignos.com
708-974-2600

inspire
2014



Fundraising tips for you from the
Rescigno's Marketing Connections Blog
at www.rescignos.com

Effective Nonprofit Direct Mail = Yearlong Campaign... Multiple Touches

By: Ron Rescigno

In order for direct mail to work most effectively, a yearlong campaign in which the non-profit reaches out between 3-4 x per year is increasingly essential. For those that would say their constituency is unique and does not like direct mail that many times per year, the simple fact is that the numbers say otherwise.

Especially for an organization whose constituents aren't accustomed to receiving direct mail, individuals need to read something at least that number of times before it becomes top of mind. Remember, if you send out newsletters, quarterly reports or program updates, those should be counted as opportunities to reach out to your donors and prospects.

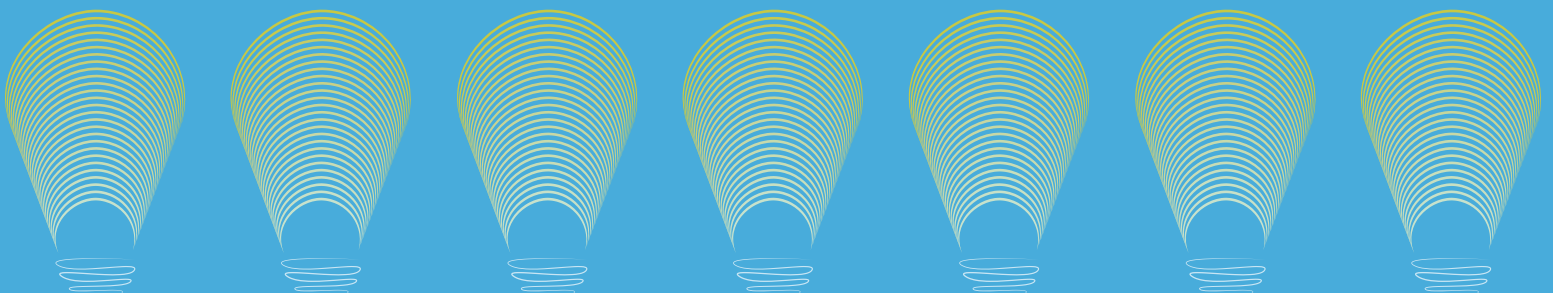
Direct mail is an essential part of a multi-channel direct marketing effort to bring in the money and new donors. Any non-profit must depend on the giving pyramid as its base of financial support. This base consists of new or yearly donors who give at around the \$25.00 level. Can you see why the base is so important? Without it, you will never build or secure ongoing giving support beyond what you may already have.

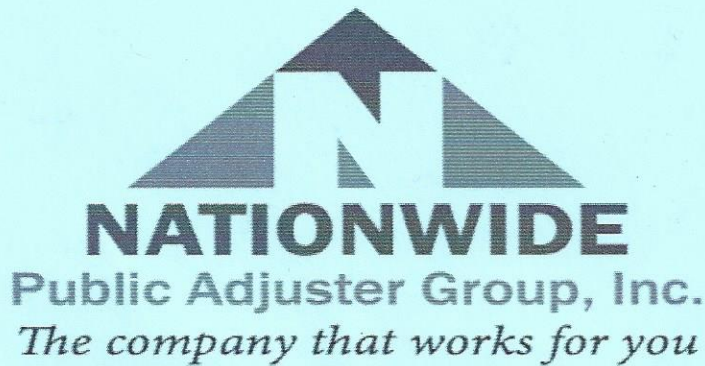
This is not a panacea... in fact, starting an annual giving direct mail program takes hard work and steady resolve. Why? Because the first year or two may not show a positive cash flow. The group you're appealing to is either new or not used to being solicited in a consistent manner.

The best way to get new donors is to purchase a list of people who may have an affinity to your cause. Allocating resources to direct mail is important because, though expensive, after the initial outlay of money, you will see that you have made an investment in the future.

Changing the mindset from short term, one time mailings to long-term cultivation is when you'll see how direct mail really works.

For more blog content & bright ideas, please visit our website at www.rescignos.com





**FREE INSPECTIONS
FOR HAIL/WIND/LEAKING/ANY
STORM DAMAGE!!!**

YOUR AREA HAS BEEN AFFECTED BY MANY STORMS

**CALL TODAY TO SCHEDULE YOUR FREE
INSPECTION!!! NO COST/NO
OBLIGATION!**

312-202-2413

**YOU COULD BE QUALIFIED FOR
ROOF/SIDING/INTERIOR
REPLACEMENT!!!**