



Giving for change

by Tracy Gary

Many of us are now amidst the fall giving season and, either as fund raisers or donors, are trying to select our favorite projects or determine where funding is most needed. As a donor who has given away nearly \$2 million to more than 120 nonprofits, locally, nationally and internationally, I well understand the dilemmas and questions that we and our families face:

- How much, to whom, and how should we give?
- Should we give anonymously to some or all groups?
- Is it best to give only to projects for which we know a leader or sit on the board?
- What balance is best in funding among charities, social services, networks of agencies, community empowerment, advocacy and public policy education, or income-producing revenue streams for nonprofits?
- Is funding education the surest way to strengthen the world?
- Is supporting our places of worship the way to get local monies distributed to the neediest families?
- Will funding health causes help save the world?
- Should we give to endowments, or is general support a surer way to keep agencies on their toes?
- Should we as citizens support programs now that the government has cut

back over \$100 billion to nonprofits?

For over 20 years, I have sat with my friends, clients and others, trying to sort out their giving philosophies. We face a tough set of questions and ethical dilemmas – so tough that many of us just trust our generous impulses and leave the analytical work to the “philanthropoids,” the full-time thinkers or grant makers in the field.

Here's what I observe after years of dialogue and active giving:

1. Social problems have become much more complex, and solutions to those problems require a wide variety of perspectives at the decision-making table so that reforms are broad-based.

2. Giving, by and large, is still not given much time by most Americans. Why do we, as a nation, give only 2 percent of our incomes? (This number has remained virtually flat for over 30 years, in spite of enormous growth in income for one out of four Americans.) Most families still “pile and sort” over 200

requests per year, making hasty decisions at year-end.

3. A giving revolution is occurring, which is stimulating new discourse and excitement! Families manage approximately two-thirds of the 40,000 private foundations and make grants totaling

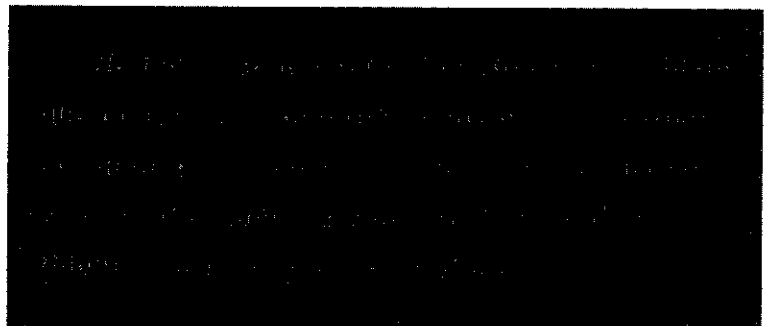
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Donor activist Tracy Gary

Institute
NEWS

Women's
Philanthropy
Newsletter of the Women's Philanthropy Institute August 2000



GUEST EDITORIAL

A new community of giving

Connecting philanthropic dollars and experiential knowledge about issues

by Susan Ostrander

Women are a powerful influence in philanthropy. More women than men give to charitable organizations, and women sustain giving even in hard economic times. Women's funds are growing, and the Women's Funding Network will soon launch a major campaign to increase assets. We are at a critical turning point: what we decide today about how and why we give will shape philanthropy for years to come. What directions will we choose?

Women donors, especially those with substantial monetary resources, are interested in strategies for effective giving like those often discussed in this newsletter: getting to know yourself and what you care most about, focusing your giving on a few main causes, thinking of giving as investing in the world's future, challenging others to give and teaching young people about the value of philanthropy. Some women participate in donor circles, where they discuss these strategies with other donors (and perhaps philanthropic advisors). This sets a good foundation for effective giving and for changing how we give.

Women in philanthropy are beginning to talk about another important strategy: expanding the community of giving to include more women with experiential knowledge of causes that are among major targets for women's philanthropy. These causes include economic justice for women, reproductive rights and accessible health care – pressing issues women place at the top of the list when surveyed. While issues like these affect all of us, low-income and some middle-income women are often most affected. Having these women join with women of wealth and upper-incomes in making philanthropic decisions can help to develop a more effective philanthropy.

All of us want our gifts of money and time to make the greatest difference, to address root causes and make the changes that really matter. How can we develop



Susan Ostrander

collaborations around the dual resources of money and experiential knowledge? How can we develop new "circles" that build connections, not only among and between donors and philanthropic advisors, but also including people most affected by the issues and often most knowledgeable? Who are the women leaders in philanthropy who can make these connections?

We have examples to build upon. Some women's funds (like the Boston Women's Fund) and progressive funds (like those in the Funding Exchange) have one- and two-decade traditions of having both donor and recipient groups at the table when philanthropic priorities are established and monies are allocated. This collaboration has worked well in these funding organizations and has stood the test of time. Some individual donors work closely on their own with the communities they fund, asking these communities to select their own advisors and then empowering the advisors to make decisions about where and how monies are allocated. In a less direct model, some philanthropic advisory groups solicit information from community members most knowledgeable about issues and share this knowledge with donors. All are steps in the right direction.

Susan Ostrander is co-chair of the board of the Women's Funding Network, board member of the Boston Women's Fund and Professor of Sociology at Tufts University. She is the author of two books: Women of the Upper Class, 1984; and Money for Change: Social Movement Philanthropy at Haymarket People's Fund, 1995, both published by Temple University Press, and has published numerous articles on social change and women's philanthropy. Contact her at sostrand@emerald.tufts.edu.

WPI receives prestigious award

The Council for Advancement and Support of Education (CASE) presented the Women's Philanthropy Institute with the 2000 James L. Fisher Award for Distinguished Service to Education at the CASE International Assembly in Toronto on July 15. The award, which has been presented annually to individuals, organizations, foundations, corporations and publications for more than forty years, honors extraordinary service to education of national or international significance.

In announcing the award, CASE recognized WPI's efforts to boost philanthropic awareness and education among American women.

WPI programs inspire, educate and encourage women to effect positive change in the world through philanthropy. They also motivate women to become financial donors and volunteer leaders for the non-profit causes of their choosing.

"Women reaching their full potential as philanthropists – through gifts of money, as well as time – will make a difference in the world, whether that be by caring for the sick, educating the next generation's leaders or preserving the environment," said Martha Taylor, vice president of the University of Wisconsin Foundation and WPI cofounder. "The economic power of women is at least half of the resources in this country, and 85 percent of women will control all of their families' wealth at some time during their lives. Women's new financial power opens up possibilities and opportunities to meet the challenges of our society as never before."

WPI joins a distinguished list of past James L. Fisher Award recipients, including Father Theodore Hesburgh, Fred Friendly, Governor Zell Miller, the United Negro College Fund and the Chronicle of Higher Education. Development professionals from around the country nominated WPI for the CASE award and say that it is well deserved.

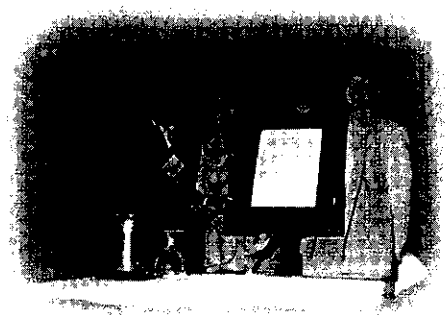
"With the help of the Women's Philanthropy Institute, whether in the form of a newsletter, an inspiring lecture or an encouraging phone call or email, we have been able to raise the bar of giving and increase the representation of

women in leadership roles on our campus," said Jennifer Baker, director of Women and Philanthropy at California State University, Long Beach.

Curtis Simic, president of the Indiana University Foundation, agrees. "The Women's Philanthropy Institute has been an invaluable friend," he said. "Through their work they

enable us to give our women specific factual information, research sources, models of other programs and a way to validate our women's interests and work."

WPI will use the CASE recognition as a springboard to help broaden awareness of the expertise and resources it can provide philanthropists and fund raisers. This year, the organization is building its research partnerships to help expand general knowledge about women, wealth and philanthropy.



Judith Jasper Leicht, Chair of the CASE Board of Trustees, presents WPI board members Sondra Shaw-Hardy and Martha Taylor with the James L. Fisher Award for Distinguished Service to Education.



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Program updates

Large gift jump starts endowment fundraising

Established in 1998, the **University of Tennessee's Alliance of Women Philanthropists** was created to recognize the financial contributions of women to the university, to encourage other major gifts to programs within the university and to educate women about

finances. The Alliance annually sponsors a major symposium for its members and other women who have the potential to make major gifts. The Spring Symposium 2000 took place in April and featured a keynote address by

Ruth Ann Leach Harnisch, as well as a session by Tracy Gary, among others.

Leach Harnisch also addressed the Executive Committee for the University of Tennessee's Alliance of Women's Philanthropists last fall, and concluded by making a \$10,000 gift to the Alliance and challenging other women to do the same. Eighteen women accepted her challenge, providing \$60,000 in additional gifts by year-end. These funds then received a "jump start" from Alliance Executive Committee member Brenda McKenzie and her husband Toby, with their significant contribution of \$250,000. The funds will be used to create an endowment to support the Alliance mission.

Upcoming Alliance events include an Executive Committee meeting on September 28-29, 2000, and the 2001 Spring Symposium scheduled for April 26-27, which will feature Suze Orman as keynote speaker. Both events will take place in Knoxville.

Symposium focuses on southern women's philanthropy

The Southern Women's Leadership in Philanthropy Symposium took place on June 15 and 16, 2000. Approximately 130 people attended the event, which was co-hosted by the **University of Mississippi**, a publicly funded state institution, and **Rhodes College**, a private liberal arts college in Memphis.

The event's theme, "Embracing the New Paradigm in Giving in Higher Education," focused on increasing awareness among colleges and universities of the emerging role of women as a viable philanthropic force in the South. More than ever, southern women have access to wealth and are better poised to make increasingly large philanthropic gifts.

"I think our time simply has come," stated Wendy Rotter, associate dean of development for Rhodes College and an organizer of the event. "Higher education in the South has come to realize the impact women can have when given the opportunity to lead and invest."

The symposium featured presentations by Nikki Tanner, noted expert on the topic of women and philanthropy, and Dr. Rebecca Chopp, executive vice president for academic affairs at Emory University. Panel sessions, which were led by WPI board member Sondra Shaw-Hardy, among others, gave delegates an opportunity to discuss which type of women's philanthropy program would be most effective at their institutions.

"We learned from our featured philanthropists that southern women are deeply compassionate and involved in their communities and desire greatly to make a difference," said Rotter. "Those of us in higher education must develop relationships with women in our constituencies, determine their passions and seek to involve them in leadership roles. They will invest generously and bring fresh skills and perspective to southern board rooms."



Executive Committee for the University of Tennessee Alliance of Women Philanthropists

SPOTLIGHT: Edith Kelly-Green Grandmother's wisdom a guiding force

When Edith Kelly-Green, a vice president for FedEx Express, reflects on her career, she notes that the foundation for her success comes from the mentoring role her grandmother played in her life.

"With only a sixth-grade education, my grandmother wanted much more for me," said Kelly-Green. "She was a blessing and made sure I went to college."

Hardly a high-powered executive or corporate consultant, Christine Hickonbottom simply stressed the fundamentals to her granddaughter: maintain high ethical standards, work hard, take initiative and always remember that your word is the most important thing you have. Kelly-Green has put her grandmother's wise advice to good use in her education, her work and her philanthropy.

Growing up in Oxford, home of the University of Mississippi, Kelly-Green spent many hours on the Ole Miss campus, where her grandmother worked cleaning houses for students. With her grandmother's encouragement, Kelly-Green enrolled at the university at a time when there were just 300 African American students. She graduated with a degree in accounting.

She landed her first job as a public accountant with Touche Ross (now Deloitte & Touche), one of the Big Eight accounting firms at the time. "I was the first black professional employee there and one of the first women," said Kelly-Green, who was also one of the first African American females to pass the CPA exam in the state of Tennessee. It was a pioneering role she would become accustomed to playing.

Kelly-Green joined FedEx in 1977. Boosted by an MBA earned at Vanderbilt University, she eventually became the highest-ranking and only black female vice president in the company at the time. "I don't mind being the person to jump the hurdle because it makes it easier for others to follow," she said.

Now, Kelly-Green is passing along her grandmother's wisdom as chair of the Ole Miss Women's Council for Philanthropy, a program designed to nurture leadership qualities in promising students entering the University of Mississippi. The Council, which comprises a group of twenty-five women, has a primary goal to develop \$100,000 endowment funds for scholarships for students who show leadership potential and a desire to help others. Council members also serve as mentors, provide career advice and help students network with alumni and other professionals. Upon graduation, students are expected to commit to community work, mentor a new Council Scholar and pledge a modest amount to the Women's Council to reseed the program.

Kelly-Green has established one of the first endowment funds with a gift of \$50,000 and a pledge of an additional \$50,000. Well aware of the root of her own success, it is only fitting that she named the endowment in honor of her mentor and grandmother, Christine Hickonbottom. She has requested that deserving African American female accountancy majors be given first preference for scholarships from this fund.

In addition to the Women's Council, Kelly-Green is an active volunteer in her hometown of Memphis, where she works on behalf of numerous nonprofit organizations. A breast cancer survivor, she is committed to the Race for the Cure and Tour for the Cure, as well as other opportunities to educate the public and reduce the risk of cancer.



Philanthropist and FedEx Express Vice President Edith Kelly-Green

Giving for change

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more than \$7 billion per year. Internet giving, venture philanthropy, social entrepreneurship, and increased donor education are making us think about how best to give. Many of our alma maters and local community foundations are expanding their outreach and asking us to think

bigger about our giving.

4. Assets of major institutions have skyrocketed and shown us what is possible in philanthropy. Colleges and universities have raised nearly \$70 billion in endowments, and community foundations have watched their assets climb dramatically as donors seeking tax reductions and anonymity pile their assets into these tax havens, assured they will have input on distribution.

5. The gap between the rich and poor grows daily. While two out of five Americans – those with household incomes of over \$65,000 after taxes – have seen their incomes grow, three out of five Americans are barely able to keep pace with monthly bills. So, too, is the gap between small and large nonprofits. While some institutions have enough money to provide unusual incentives to incoming students – for example, computers in every room – other small nonprofits worry about keeping lights on or keeping their one staff person on the payroll.

Through the years, I have chosen to direct over three-quarters of my money to women-led organizations and social change agencies and foundations, and to small community-based agencies. My reasons? First, my visits to over 1,000 large and small agencies over 30 years have shown me that the wisdom capital, social capital, and creative capital in many of the smaller agencies are most impressive. Groups close to their communities know the problems firsthand and know what solutions they need. In general, women lead in more inclusive, human-centered ways and are more natural collaborators. If I care about democracy and providing opportunities for all, I need to model a different way of giving and volunteering for my fellow philanthropists. Poorer agencies and smaller nonprofits creating change need our investments and our heartfelt time now.

Further reading on giving for social change

Charity Begins at Home: Generosity and Self-Interest Among the Philanthropic Elite, by Teresa Odendahl. New York: Basic Books, 1990.

Choosing and Managing Financial Professionals: A Guide for Women Investors, by Deanne Stone and Barbara Block. San Francisco: Resourceful Women, 1994.

Giving: Western Ideas of Philanthropy, edited by J.B. Schneewind. Bloomington and Indianapolis: Indiana University Press, 1996.

Inspired Philanthropy: Creating a Giving Plan, by Tracy Cary and Melissa Kohner. Berkeley: Chardon Press, 1998.

Money For Change: Social Movement Philanthropy at Haymarket People's Fund, by Susan A. Ostrander. Philadelphia: Temple University, 1995.

More than Money: A quarterly journal exploring the personal, political and spiritual impact of wealth in our lives. Eugene, Oregon: The Impact Project. www.morethanmoney.org.

Robin Hood Was Right: A Guide to Giving Your Money for Social Change, by Chuck Collins and Pam Rogers with Joan P. Garner. The Haymarket People's Fund. New York: W.W. Norton & Co., 2000.

Wealthy and Wise: How You and America Can Get the Most Out of Giving, by Claude Rosenberg. Boston: Little, Brown & Co., 1994.

Welcome to Philanthropy: Resources for Individuals and Families Exploring Social Change Giving, by Anne Slepian and Christopher Mogil. San Diego: National Network of Grantmakers, 1997.

Why the Wealthy Give: The Culture of Elite Philanthropy, by Francie Ostrower. Princeton: Princeton University Press, 1996.

What is social change giving?

In their new book, *Robin Hood Was Right* (2000, W.W. Norton & Company, Inc.), authors Pam Rogers, Chuck Collins and Joan Gardner of the Funding Exchange have the following to say:

"The goal of social change is systemic, institutional change, change that will live on beyond the participation of the current group. It is a change in the fabric of society.

"Social change can...

- Change attitudes, behavior, laws and public policy
- Expand democracy by amplifying the voices of those who have been left out
- Alter power relationships
- Address the root causes of inequality
- Involve conflict
- Create alternative institutions
- Level the playing field
- Have a great degree of uncertainty about the outcome of the work, unlike traditional charity

"Personal transformation and enhanced self-esteem of individuals are powerful outcomes of people's involvement in social justice activities, but the goal of social change is to make the work better for everyone."

Here are three things you can do to bridge the growing divide between social change and more traditional philanthropies:

1. Commit to a giving plan that includes more than 25 percent of your gifts to the creative leaders and institutions locally, nationally and internationally which are building social change. (I give 75 percent of my philanthropy this way.)
2. Get involved as a board member, offer yourself as a fund raiser or help promote some of the social change organizations in your community.
3. Inspire others to care about those less privileged and to redirect some of their time or dollars. Build bridges between more established institutions and smaller community-based agencies.

Foundations and universities are enjoying record growth; at the same time, poverty, medical crisis, homelessness, and the income gap between the rich and poor are expanding at an alarming rate. I say...come on, fellow funders and fund raisers! Come, my women trailblazers, whose leadership is changing the way we do many things! This is a problem we all can solve.

It will take discipline and sacrifice. For me, it has meant focusing on investing in leaders who are social entrepreneurs, generous and good people with solid ideas that are not always in the mainstream, leaders of agencies sometimes perceived as the fringe.

Unfortunately, the cutting edge of philanthropy – social change and community-based philanthropy – receives a very small portion of our dollars. While some

of us fund our local women's foundation, family violence prevention fund, or low-income housing community effort, this key sector of philanthropy still gets less than five percent of giving dollars from institutions and individual donors alike. Too often, donors and foundations are funding out of obligatory relationships or a desire to maintain prominence within a social group.

Strategic giving, or giving to create real societal change, is something we need to think about. It's not just about getting that homeless person to a shelter for the night; it's considering why he or she is there in the first place, why so many jobs pay less than \$20,000 per year without medical or other benefits.

Solutions to these problems will take time, heart and careful consideration.

Donor activist Tracy Gary chairs the Development Committee for the WPI Board of Directors. She is the coauthor of Inspired Philanthropy: Creating a Giving Plan (see page 11 for ordering information) and speaks frequently on topics of social change giving and women in philanthropy.

Women of vision

Sisterhood makes \$20 million gift to Catholic women's college

Nearly 100 years ago, the **Sisters of St. Joseph of Carondelet**, St. Paul Province, established the College of St.

Catherine in St. Paul, Minnesota. Today, the country's largest Catholic women's college is receiving \$20 million from its founding religious order.

"This gift underscores that education for women is as critical in this new century as it was

in the last, and does so with conviction and purpose rooted deeply in our shared missions," said Andrea J. Lee, IHM, president of the College of St. Catherine.

Tulsa woman honored for community service

UPS has named driver **Valerie Tillis** of Tulsa, Oklahoma, the winner of this year's Jim Casey Community Service Award, presented annually to one UPS employee who exemplifies outstanding service to the community. After her son was killed in 1996, Tillis decided to turn her home into a safe house for North Tulsa children likely to become involved in gang activity or violence. "Bookie's Place" is a healthy, secure environment where neighborhood kids can go after school, keeping them off the streets and away from gang activity. "My vision is to give these kids hope," said Tillis. The UPS Foundation recently awarded Bookie's Place a \$100,000 grant to purchase, renovate and equip a new facility.

Couple's donation benefits women's studies program at Duke

A \$3 million gift to Duke University from **Lisa Yun Lee** and her husband Marc Ewing, cofounder of the software

company Red Hat, is believed to be the largest ever in support of women's studies at a private university. Their gift will endow a professorship and five fellowships in women's studies. According to Lee, who recently received her Ph.D. in women's studies, "The Women's Studies Program was an important intellectual base for me during my studies at Duke, really a second home. Marc and I hope our gift will help the program provide the same kind of home for other students."

Woman makes largest gift in MOCA history

Dallas Price, co-owner, vice president and board member of American Golf Corporation, has given \$10 million to the Museum of Contemporary Art (MOCA) in Los Angeles. The single largest gift in the museum's 20-year history, her grant will be paid in 10 annual installments and will be used to support the museum's operating budget and endowment. "I hope that this gift will serve as an inspiration to others in the community to contribute similarly to the cultural resources of our city," said Price, who is a trustee and founder of MOCA. She was also instrumental in the development of the Museum of Flying in Santa Monica.

Book lover leaves \$2.5 million to Washington State University

Mildred Bissinger wanted her passion for good books and fine art to be passed on to future students at Washington State University. A bequest of \$2.5 million from her estate will be used to establish endowments for the university's philosophy department, Museum of Art and the WSU Libraries' Manuscripts, Archives and Special Collections. The gift continues Bissinger's years of anonymous support of the arts and literature, for which she cared so deeply. "She [was] a shining example of how to live a life," said Patricia Watkinson, former director of the WSU Museum of Art.



Sisters of St. Joseph of Carondelet, St. Paul Province, Leadership Team. From left to right: Susan Oeffling, CSJ, Dolore Rochon, CSJ, and Christine Ludwig, CSJ.

READING

Giving has family roots

by Lynn Elliott and Sandi Dubin

Our children are exposed to more violence and pressure than ever before. Third graders are bringing guns and knives to school. Kindergarteners are unprepared to learn and at risk of failure. Preschool teachers see youngsters with problems serious enough to prevent them from playing with other children.

Parents ask, "What is happening to our children today?" The reality is that today we bear witness to turmoil pervasive from inner city and affluent suburb to rural America. In the face of this turbulence and violence, parents worry about the health and safety of their children first, followed by how to raise them to be morally and economically empowered. Parents want their children to be enterprising individuals with high self-esteem, good judgment and the ability to be empathic and altruistic.

Consider for a moment the story of a three-year-old boy who carried his piggy bank to a Charlotte, North Carolina, radio station. With his limited language skills, the one word he managed to say was "money." He was following other children and adults dropping off checks and dollar bills, over \$100,000 raised in just over six hours. The cause: an eight-year veteran police officer, fatally shot while chasing a thief who robbed the Crab Shack restaurant of \$11.50. He left behind a pregnant wife and two young children.

What brings such a young child to carry his piggy bank and give away all of his money? What makes one child steal coins and another give his coins away? Psychological research tells us that children learn through their experiences and by modeling their behavior after caring adults who have meaning in their lives. The early years in a child's life set the stage for the many roles he or she will play. By nurturing the virtue of generosity and teaching the value of responsible money management, parents take an active part in shaping and molding the character of their offspring, encouraging them to be kind, compassionate and generous children who are money-savvy.

Empowered children know and understand that earning, saving, spending and

giving money are all parts of the same circle. Earning and saving money are lessons to be taught in the preschool years, whereas giving and sharing are qualities to be nurtured from infancy. According to Alice Sterling Honig, professor of psychology at Syracuse University, "Children are born with brains hardwired for empathy and altruistic behavior."

There are many different avenues for working with children to teach them the virtue of generosity and the value of responsible money management. Sharing your family tales is one way to enrich and enhance that experience. Take the story of Emily Elizabeth Douglas, who in 1992 established Grandma's Gifts in memory of her grandmother, who had died a year earlier.

Born during the Depression, Emily's grandmother was the youngest of twelve children; her family, like others at the time, lived in poverty. Grandmother told stories of neighbors' generosity that kept the family going through those long years. Through her grandmother's lessons, Emily came to understand the true meaning of giving and receiving. Today, Grandma's Gifts provides food, clothing, books, toys and educational experiences for children living in Appalachia. In 1992, when Grandma's Gifts was established, Emily Elizabeth Douglas was only 10 years old.

There is a myth that a philanthropist must be "rich as Rockefeller." For most, the word "philanthropist" conveys the idea of major gift giving – a far cry from putting a quarter in the collection plate. Today philanthropists come in all ages and stages, and people talk about helping and giving in ways that are not too different from generations past. However, today the ways we can help the homeless and feed the hungry have expanded by airplane, cellular phone and the Internet.

In today's mobile society, we miss many of our connections to family and friends. Parents, who grew up in towns and neighborhoods across the country, have lost touch with the traditions they once took for granted. They are constantly trying to create new traditions for themselves and their children, to bring more spirituality into their lives and

Adapted from a soon-to-be-published book titled: Money Doesn't Grow on Trees, But Giving Has Family Roots

Coauthors Lynn Elliott, CFRE, and Sandi Dubin are from Columbus, Ohio. Elliott is a member of the National Society of Fund Raising Executives and former director of development at Action for Children. She currently serves on the boards of several nonprofit organizations representing early childhood education and the arts. Dubin is a former director of communications with the Columbus Jewish Federation and a communications specialist with Action for Children, where she creates print and video materials for donors, teachers and parents.

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Faith-based retreats focus on women and wealth

The Women's Perspective conference on the Ministry of Money takes place **October 20-22, 2000** at the Wellspring Retreat Center in Maryland. The objective of this retreat is to help women with discretionary income clarify their resources, passions, struggles and creative tensions in order to move on to a plan of action for the future. For more information, contact Women's Perspective, (203) 336-2238 or rwilli7994@att.net.

On **November 3-5, 2000**, a Midwest multi-faith steering committee is sponsoring the Women's Conference on Money, Faith and Joy at the Abbey Resort in Fontana, Wisconsin. Topics cover aspects of women and financial planning, scripture, spirituality and philanthropy. For more information, contact Bonnie Lee, (608) 257-7178 or bjbl73@juno.com.

Upcoming presentations

September 17-20, 2000 – NSFRE Planet Philanthropy II Education Conference, Orlando, Florida. Keynote speech by Lorna Wendt, Monday, Sept. 18. Contact: James Donovan, (407) 366-8340 or DMIMGT@aol.com

September 21-24, 2000 – Girls, Women, & Money, a conference on economic literacy for all stages of a woman's life, Boston, Massachusetts. Five special interest tracks, including philanthropy, with workshops by WPI speakers. Sponsored by the National Coalition of Girls' Schools, and presented by Public Information Resources, Inc. (PIRI). Contact PIRI at (617) 469-6789.

October 6, 2000 – Girls Preparatory School, Chattanooga, Tennessee. Half-day donor workshop presented by Sondra Shaw-Hardy and Jane Leighty Justis. Contact: Katherine Betts, (423) 634-7611 or kbetts@gps.edu

October 25-28, 2000 – National Conference on Planned Giving, Orlando, Florida. Session by Cheryl Altinkemer. Contact NCPG, (317) 269-6274 or www.ncpg.org

November 1, 2000 – Association of Lutheran Development Executives, Wisconsin and Chicago Chapters, Kenosha, Wisconsin. Professional lecture by Nancy Berry. Contact: Steve Farwig, (414) 325-3073 or sfarwig@lsswis.org

November 16, 2000 – Greater Toronto NSFRE Congress 2000, Toronto, Ontario. Master's Level Workshop presented by Patricia F. Lewis. Contact: Paula Attfield, (416) 690-8801 or paulaa@stephentomas.ca

January 12, 2001 – Northern Ohio Planned Giving Council, Brecksville, Ohio. Workshop by Cheryl Altinkemer. Contact: Don Laubacher, (216) 689-5733 or Donald_W_Laubacher@keybank.com

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For more information contact:
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(608)270-5205
Fax: (608) 270-5207
andreak@women-philanthropy.org
www.women-philanthropy.org

Thank you for your support!



**Women's Philanthropy
Institute News
August 2000**

*Women's Philanthropy
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publication of the **Women's
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women to effect positive
change in the world through
philanthropy. WPI is not a
grantmaking institution.

**Andrea Kaminski
Executive Director**

Writer/editor: Kristin Jackson
Design: Marler Graphics

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www.women-philanthropy.org

Facts & resources

According to the National Foundation for Women Business Owners:

- As of 1999, there were 9.1 million women-owned businesses in the U.S., generating over \$3.6 trillion in sales and employing 27.5 million workers.
- Female business owners in the U.S. are more likely than male entrepreneurs to participate in volunteer activities and to encourage their employees to volunteer. (www.nfwbo.org)

- In 1995 there were an estimated 4.4 million top wealth holders (gross assets of \$600,000 or more), which represented just over 2.5 percent of the total U.S. population. Of these, 1.6 million were female, and their average age was 61.2. (Statistics of Income Bulletin, Internal Revenue Service, Winter 1999-2000)

- Women account for over 46 percent of the workforce in America, a figure that is expected to increase to 48 percent by the year 2005. Women make up over 43 percent of the executive, administrative and managerial positions. (Department of Labor, 1996, 1998)

Giving has family roots

(continued from page 9)

to express the empowerment that comes from giving freely.

Since charity begins at home, the place to begin working with children is on their own streets, in their neighborhoods, communities, churches, schools, towns or cities. First lessons may involve:

- Telling stories of family traditions, customs and giving;

- Helping young children record good deeds by keeping a journal;
- Taking young children on sharing visits to places where you volunteer.

Children who have parents as teachers, role models and mentors have the support necessary to develop to their fullest potential. Working with their children, parents will find the pleasure that comes from knowing they have set the stage for the next generation of philanthropists.



Women's Philanthropy Institute
6314 Odana Road, Suite 1
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Women philanthropists pave the way for women in politics

by Gretchen Kreuter

From America's earliest days, women have given their energy, intelligence, time, and money to build organizations, support charitable and educational institutions, fight racial and ethnic stereotypes, and open opportunities to women, including the vote. Without women's philanthropy, America today would be a very different place.

For example, in the mid-1790s minority women in Philadelphia established the Female Benevolent Society of St. Thomas. Myriad sewing societies, benevolent societies and literary groups followed, many operating into the mid-20th century. These African-American women's groups worked to offset racial and economic discrimination and sought opportunities for individual improvement.

A few years later, women in New York established the Society for the Relief of Poor Widows with Small Children. Directed exclusively by women, this pioneering group raised over \$1,000 in its first year. Like many women's philanthropies over the next century, the SRPWC focused on self-support for other women and combined personal service by the members with modest fund raising.

As women's influence on public affairs and social reform grew, critics described the activities as contrary to women's "natural roles" as wives, mothers, and housekeepers. In response, the

women declared themselves society's "natural housekeepers," able to clean up American cities and American politics just as they attacked dirt and grime at home.



Jane Addams, founder and director of Hull House, took that argument literally. Seeing many babies and young children in poor neighborhoods die every summer from diseases spread from uncollected trash and garbage, she ran successfully for garbage commissioner in Chicago.

Suffrage and philanthropy

These organizations helped women extend their power and influence, but without the vote women were not full participants in a democratic society. The suffrage movement began before 1850, focusing initially on abolishing slavery. Female abolitionists collected money, circulated petitions, gave public speeches, and, in some cases, opened their

(continued on page 4)

EDITORIAL

Creating a women's fund in Boise – a network of inspiration

by **Annette Park**

It was Judy Ruud's idea. When she agreed to chair the St. Alphonsus Hospital Foundation's planned giving committee, she said: "Yes, if I can do something meaningful. And I have an idea." Judy, who also manages estate planning and support at US Bank Trust, had read in *People* magazine of Colleen Willoughby's Washington Women's Fund (WPI News February 1999) and she wanted to start a women's fund here in Boise.

For our fund each woman would pledge \$1,000 per year for two years. (And we hope they will continue after that.) Then together they will choose where to direct the entire amount. The collective gift will have a significant impact.

I was cautious at first. This was very different from what we had done before. And because Judy likes to get things done quickly, we had a fast time line. In June we needed 20 founding members before we could mail the first brochure late in August.

We got behind schedule and could not meet individually with women community leaders, so we held a luncheon for 35 of them. To my surprise, 90 percent joined. And some were never donors before. A second luncheon was also successful.

By September we had 60 members! Four are women whose mothers or mothers-in-law paid their memberships as a way to help them learn philanthropy. As I am writing this in early December, we're short of Judy's goal of 100 members by the new year; but I wouldn't be surprised if we meet it.

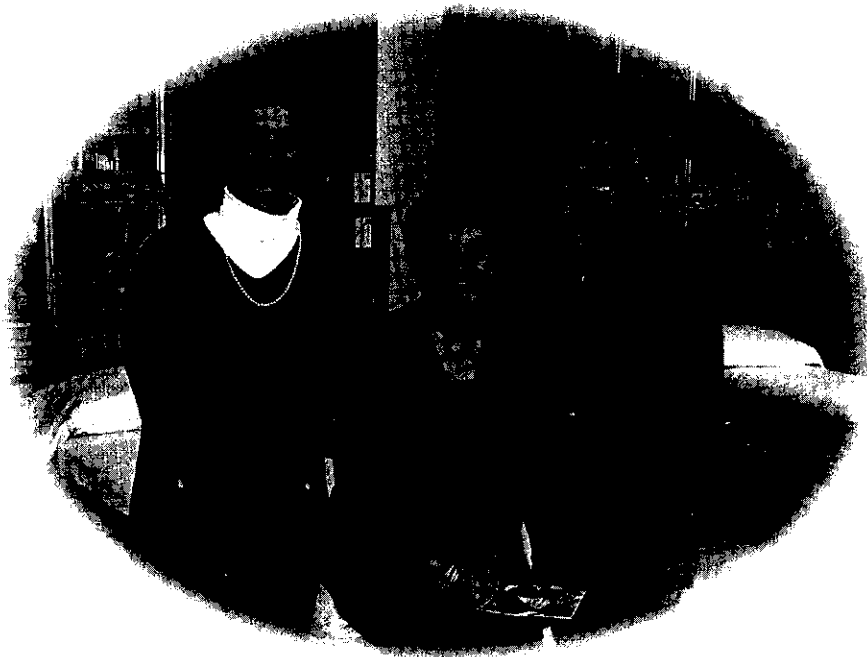
I've been so inspired by this success that I'm talking about it with everybody I meet. It has been a lot of fun to step out of the box and do something so extremely creative, and so powerful. My development colleagues in other states are very interested.

Perhaps it takes someone like Judy Ruud who sees an opportunity and whose enthusiasm and excitement energizes the connections between people that make it work. And it also takes making those connections. I got it from Judy. She got it from Colleen Willoughby in Seattle. The women of our community got it from us – and from WPI speaker Sondra Shaw who spoke at our workshop in September.

Through these women I've learned that it is very powerful to be able to join with other women and do good. And in return, we benefit from the joy of making the community a better place.

Annette Park, Executive Director of the St. Alphonsus Foundation, has recently joined the WPI Board. She has been a development professional for more than 20 years. Before joining St. Alphonsus, she directed a wellness program for older adults and also chaired the Idaho Commission on the Arts. She is an Idaho native.

*Annette Park with
 Judy Ruud of the planned
 giving committee, left, and
 Diana Nicholson, right,
 Board Chairman of the
 Foundation.*



SPOTLIGHT

Use every resource

By Sue and Art Lloyd

Sue Lloyd uses her financial and accounting skills to serve community-based organizations. She received a substantial inheritance from her father. Art, the son of Episcopal missionaries, is a retired Episcopal priest. Following are their comments on their philanthropy.

Sue: Mine is the standard inheritor's story. The small insurance company run by my grandfather, and then my father, merged with a larger corporation and its value skyrocketed. My father gave us gifts of stock while he was alive and we inherited much more when he died. Since then, due to the company's lucrative investments, the stock value has just kept growing. I learned early that giving is important, but the commitment to biblical justice grew slowly for me. I was 45 or so before I became committed to working for change.

Art: I started out more "activist" than Sue but what got us working together in social change were trips to Latin American in a church-to-church program. These experiences changed us profoundly.

Sue: We give to the Church, colleges, arts groups, and social service agencies, but now our main funding goes to economic justice efforts, community development, and alternative financial institutions. We value that community activists staff the grantmaking committees of these funds, giving people without wealth the joy and responsibility of philanthropy.

Art: We offer more, though, as active volunteers and board members. Sue, who studied accounting, works with the Wisconsin Coordinating Council on Nicaragua's alternative credit program and helped organize a community loan fund in Madison, Wisconsin.

Sue: I realized that our assets – not just our giving – could contribute to the kind of world we wanted to create. We struggled with: how much is enough? What do we really need? By determining this we could increase, to one third of our assets, the portion of our portfolio reserved for lower-than-market rate, high-impact investments through community credit unions and revolving loan funds. Making



Sue and Art Lloyd at their new co-housing home.

our principal work for change is important to us.

Sometimes, though, I wonder if I am valued for my knowledge and skills, or only for my checkbook. I've had to learn to trust that I'm having an impact as an activist beyond being a donor or investor.

Art: Seeing the opportunities all around us is a challenge. For example, we wanted a smaller house. We might have overlooked an opportunity but in 1991 we attended a workshop on "co-housing." In co-housing people buy property together with individual units. There's also a common house, and other shared amenities. Because of our organizing experience and financial resources, we became the developers of a small co-housing project near downtown Madison. Sixteen households moved in last fall.

Everyone contributes time and money, of course, but we're covering enough costs and using our free time so that working people can afford to buy into the project. Our goal has been to do this in a way that builds a stronger community.

Excerpted with permission from More than Money, a quarterly magazine exploring the personal side of money and wealth. For more information call 800/255-4903 or visit www.efn.org/~impact

Women's Philanthropy Institute
News
February 2000



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Women philanthropists pave the way for women in politics

(continued from page 1)

homes to runaway slaves. This movement was a training ground for the great suffragist leaders Susan B. Anthony and Elizabeth Cady Stanton.

Stanton's Declaration of Sentiments at Seneca Falls, New York, in 1848, drew heavily on American revolutionary rhetoric. "We hold these truths to be self-evident," she wrote, "that all men and women are created equal." Of course, opposition to women's suffrage did not melt away. Not until 1920, when Stanton and Anthony had been dead more than 10 years, was the suffrage amendment ratified. It was, word for

word, the same amendment the two had been submitting to Congress every year since 1878.

Until ratification, Anthony, Olympia Brown, and others were regularly arrested and fined for attempting to vote. Women's organizations paid their fines and legal fees out of contributions. Increasingly, women understood the ways of philanthropy and, ultimately, the importance of large gifts.

When Mary Elizabeth Garrett in 1893 gave more than \$300,000 to establish the Johns Hopkins Medical School on the condition that it admit

(continued, next page)

Upcoming presentations

February 22 – California State University, Long Beach. Presentation for Women and Philanthropy Council by Andrea Kaminski. Contact: Deborah Cordano, 562/985-2386 or cordano@engr.csulb.edu

March 6 – Faith, Money and Mission: A Summit of United Methodists in (Austin) Texas. Presentation by Nancy Berry. Contact: Georgianne Hewett, 512/331-9971 or ghewett@tmf-fdn.org

March 26-29 – NSFRE International Conference, New Orleans. Presentation by M. Anne Abbe and Andrea Kaminski. Contact: 800/666-3863, www.nsfre.org

April 2-5 – CASE District 4, Baton Rouge, Louisiana. Session by Debra Engle and M. Ann Abbe.

April 11 – NSFRE Pittsburgh Chapter. Workshop by Tracy Gary for senior fund raisers and gift planners. Contact: Rika Beckley, 412/414-6991 or brika@instadv.alumni.pitt.edu

April 18 – Association of American University (AAU) Partners, Washington, DC. Presentation by Patricia Lewis. Contact: Lynn Tilghman 202/408-7500.

May 12 – Third Annual Working Woman 500 Congress on Power and Leadership, Washington, DC. Closing panel led by Sondra Shaw-Hardy. Contact: Janet Wigfield, MacDonald Communication Conferences, 888/735-6192 or mc2conf@aol.com

June 15-16 – Southern Women's Leadership and Philanthropy Symposium, Oxford, Mississippi. Sponsored by U. of Mississippi and Rhodes College. Contact: Ellen Rolfes, 601/232-5944 or erolfes@olemiss.edu

September 21-24 – Girls, Women & Money, a conference on economic literacy for all stages of a woman's life, with five special interest tracks, including philanthropy. Sponsored by the National Coalition of Girls' Schools, and presented by Public Information Resources, Inc. (PIRI). Contact PIRI at 617/469-6789.

November 3-5 – Midwest Regional Conference on Women, Money and Faith, Wisconsin Dells. Contact: Lutheran Campus Center 608/257-7178.

It is astonishing how many invincible objections on the score of feasibility, modesty, propriety and prejudice melt away before the charmed touch of a few thousand dollars."

women as equals to men, Dr. Mary Jacobi observed: "It is astonishing how many invincible objections on the score of feasibility, modesty, propriety and prejudice melt away before the charmed touch of a few thousand dollars." (Source: Kathleen D. McCarthy, *Lady Bountiful Revisited*, 1990).

Beyond suffrage

The vote empowered American women, but it was not an end in itself. The candidates and the issues on the ballot are equally significant. In recent decades, several organizations, funded chiefly by women's philanthropy, have worked to help elect more women to political office.

The Barbara Lee Foundation, for example, funded publicity for Ken Burns' recent PBS film, *Not for Ourselves Alone: the Story of Elizabeth Cady Stanton and Susan B. Anthony*. Lee is also a founder of the White House Project, a nonprofit, nonpartisan effort to change the political climate so women of all races and classes can successfully campaign for President and other high offices.

Emily's List, a Democratic organization founded by Ellen Malcolm, is devoted to raising the kind of money women need to be successful political candidates. "Emily" is an acronym for "Early Money is Like Yeast." (It helps the "dough" to rise.) Since its inception, Emily's List has helped transform thousands of affluent women into generous donors. Other women's political action committees have followed.

The Carrie Chapman Catt Center for Women and Politics at Iowa State University, named for the philanthropist who founded the League of Women Voters, has been funded almost entirely by women. Its mission includes research, education, and encouragement for

women to seek careers in politics and public service.

And there are others. None of these post-suffrage organizations, so important in helping more women enter public life, could have succeeded without the philanthropy of women.

When cameras pan over the assembled House and Senate, it is evident that these institutions are no longer exclusive men's clubs.

Though women remain a minority, they have made important gains. Much work remains to make women equal participants in American political life, but we are well on our way, thanks to the commitment and resources provided by generations of women philanthropists.



Gretchen Kreuter, PhD, is an American historian and former college president. She is currently an honorary fellow at the Institute for Research in the Humanities at University of Wisconsin-Madison. Photos were supplied through funding from the Barbara Lee Family Foundation. Cover photo "Votes for Women" courtesy of the Vassar College Library. Photo "New Jersey Suffrage Campaign," above, courtesy of the Library of Congress.

Maggie Lena Walker – First woman bank president

“This is called the City of Monuments,” says Arlette Teele of her native Richmond, Virginia.

“We have Confederate statues. We have Arthur Ashe and Bill ‘Bojangles’ Robinson, but there are no statues of any women at all.”

Teele decided to change that. Last March she proposed erecting a statue of Maggie Walker, a prominent African American business woman, philanthropist, community leader, and the first woman bank president in the country.

The city council agreed to donate land and a committee, the National Commitment to Noble Works, Inc., was formed to raise funds for the statue.

Maggie Lena Walker (1867-1934) was 14 years old when she joined the local council of the Independent Order of St. Luke.

This fraternal society was established to assure proper health care and burial arrangements for its members, and to encourage self-help and racial solidarity.

The group was in debt in 1899 when Walker became its executive secretary-treasurer. Almost single-handedly she built it into a prosperous nationwide organization. (By 1924 it had 50,000 members, 1,500 local chapters, a headquarters staff of 50, and assets of almost \$400,000.)

In 1902 she founded a newspaper, the *St. Luke Herald*, and in 1903 she founded the St. Luke Penny Savings



Arlette Teele who originated the Walker statue fund raising effort.

Bank to facilitate loans to the black community. She became chairman of the board of directors in 1929 when the bank merged with two others. The resulting Consolidated Bank and Trust Company is still thriving today as the oldest continually African American-operated bank in the US.

Walker was also a philanthropist. She founded the Richmond Council of Colored Women. She raised money for schools for African American girls in Richmond and Washington, DC, and for other philanthropies. She also co-founded the Richmond branch of the NAACP and served on its national board. Her family home is a National Historic Site.

“We need positive role models in this city,” says Arlette Teele of the proposed statue. “I see the Maggie Walker statue as an opportunity for young women, girls and boys to ask ‘what did she do?’ and to see that they, too, can aspire to be someone.”

Although the effort to raise \$350,000 is just getting under way, Teele is optimistic that the statue will be a reality in 2001. Community and church groups, women business owners, local businesses and others are being invited to support the project.



*Maggie Lena Walker c. 1905.
 Photo: National Park Service,
 Maggie L. Walker National
 Historic Site,
www.nps.gov/malw/home.htm*

Program news

The **Women's Leadership Initiative of United Way of Morris County** (New Jersey)

was established in 1998 to recognize local women's community involvement and inspire them as philanthropic leaders. Women leaders from local corporations and small businesses organized the initiative.

"We see our efforts as breaking the final glass ceiling, helping women recognize that they, too, have the resources to give at the same level as men have been giving for years now," says Sharon McCullen Prince, Volunteer Chair of the initiative.

United Way of Morris County held its second annual Women's Leadership Initiative "Rise and Shine" breakfast celebration in October 1999. Patricia Lewis, president of the Women's Philanthropy Institute, spoke giving a national perspective. A "Networking Night" will take place in March. Contact Nicole Johnson at 973/993-1160.

Women in Philanthropy at Oklahoma State University will feature Suze Orman, author of *The Courage to Be Rich*, at its Annual Symposium, April 28. Contact Kelli Shafer at 405/744- 6571.

The **President's Council of Cornell Women** (PCCW) celebrates its 10th anniversary with "Cornell Women: Celebrating Leadership," a March 10-12 conference. Hillary Rodham Clinton will be the keynote speaker.

Cornell President Hunter R. Rawlings will host a reception and dinner, presenting his vision for Cornell that builds on the history of women as students and faculty. A Saturday morning panel of faculty and alumnae will address women's leadership in the professions.

Inspiring Women of Cornell, a film commissioned by PCCW with support from Johnson & Johnson and member gifts, will premier at lunch. It features Ruth Bader Ginsberg, Mae Jemison, Abby Joseph Cohen, Sheryl Wu Dunn, Jane Brody, and Janet Reno.

Dr. Mae Jemison, astronaut, physician, engineer, and entrepreneur, will give the second keynote address. The conference ends Sunday morning with a Women's Run to celebrate women's strength and endurance.

The **Northwest Minnesota Women's Fund** is teaming with the Bemidji State University Women's Center to celebrate Women's History Month. An opening program, "Uppity Women: Coming on Strong," will be held February 26 in the Beaux Arts Ballroom at BSU. Tickets are \$15.00 (includes lunch). Contact Northwest Minnesota Foundation, 800/659-7859.

The annual **Colloquium for Women at Indiana University** honors women leaders in philanthropy and volunteer service to IU. This invitational program offers substantive, thought-provoking sessions with nationally renowned speakers, and accomplished IU faculty, students and alumnae. Jeanne Kirkpatrick, Beverly Sills, Cokie Roberts, Anna Quindlen, Linda Ellerbee, and Doris Kearns Goodwin have spoken in past years.

IU President Myles Brand always meets with this group. Faculty topics range from genetic testing to teaching geography with a computer-based textbook, hands-on internet sessions to ballet, history, art, and more.

This unique colloquium is not a fund-raising event, but it has led women who have attended to form six action groups on topics of interest. Some are helping with fund raising for academic areas. One woman funded an "Academy for Women" which takes IU faculty out to communities to present topics of interest to women. A women's fund is the most recent initiative, spearheaded by a Colloquium attendee who is also on the IU Foundation Board. The next Colloquium is scheduled for September 15-16, 2000.

Facts & resources

The transfer of wealth in the US between 1998 and 2052 will be at least \$41 trillion and could be as high as \$136 trillion according to a new estimate from Boston College's Social Welfare Research Institute. Authors Paul Schervish and John Havens developed a unique simulation model of wealth accumulation and transfer to revise earlier estimates. (Millionaires and the Millennium, www.bc.edu/swri.)

■

New IRS figures reveal gender differences in charitable bequests: Men left nearly 40% of their gifts to private foundations, while women bequeathed less than 25% to such foundations.

12% of bequests from women and 7% from men went to religious organizations. Women directed 4% of their donations to arts and humanities groups – about triple what men left to such groups. (Statistics of Income Bulletin, Internal Revenue Service, Summer 1999)

Individual charitable contributions could triple in the US – from \$110 billion to \$350 billion annually – without decreasing the individual's net worth. Federal tax receipts would decline however. (Newtithing Group, www.newtithing.org)

■

According to Independent Sector's newest survey: Giving and Volunteering in the US:

- 62% of women and 49% of men volunteered. Men gave slightly more time than women.
- 49% of respondents had been asked to volunteer and of those asked, 90% said yes.
- Volunteers continued to make larger financial contributions than people who did not volunteer – on average over two-and-a-half times more.
- 77% of respondents were motivated by personal requests for contributions. (Independent Sector, www.independentsector.org/GandV)

Eight strategies for more effective giving

1. Begin your philanthropy as early in life as possible. Even if you can't give as much as you'd like (and who can?), your gifts will add up, and begin to form your legacy.

2. Find your passion, and focus your gifts, rather than scattering them. Think about two or three main causes you want to support, and make this your philanthropic mission. You will do more giving to causes you really care about and less giving that is merely obligatory and unsatisfying.

3. Work for parity in giving in your household. You and your spouse should have equal say about which causes your contributions support and the amount given.

4. If you can, give out of principal to the causes you are passionate about. Think of your philanthropy as you would a child,

your investment in the future of our world.

5. If you don't have so much money, organize with others to provide a pooled gift that can make a project possible.

6. Leverage your giving. Increase your impact by challenging others to support the causes you hold dear.

7. Teach the art of philanthropy to the next generation. Instill in your children, and the young people you associate with, the values you treasure and your commitment to support them.

8. Have fun with your philanthropy. Celebrate your next milestone birthday with a philanthropic gift that you might not have thought was possible. Surprise your friends for their birthdays by giving in their name – or to a nonprofit of their choice. The possibilities are endless!

Women of vision

Writer's gift helps build crime lab school

Crime writer Patricia Cornwell has given \$1.5 million to help the state of Virginia create the nation's first institute to train forensic scientists and pathologists. "This is a direct way to fight against the very thing I hate so much - violence against people," Cornwell says. Cornwell gathered many of the details for her novels from the state forensic lab and her Kay Scarpetta character was inspired by Virginia's chief medical examiner Dr. Marcella Fierro.

Building a future for dance

Philanthropist Glorvina Kaufman has donated \$18 million to UCLA to help renovate its historic Dance Building. This is the largest arts donation ever for the University of California system. The building will become Glorvina Kaufman Hall, the first campus core academic structure to be named for a woman. Kaufman says she's focusing more on the "opportunity" than the sum of money she's giving. Previously, Kaufman donated money to the Brentwood library in her husband's name after he was killed in a flying accident.

Oregon woman donates stock to legal advocacy fund

AAUW member Peggyann Hutchinson gave stock worth more than \$12,000 to the AAUW's Marguerite Rawalt Legal Advocacy Fund to support the battle against sexual discrimination. In 1999 she became one of Fund's three trustees. "Give a substantial gift and let other people know," is Hutchinson's advice. "[My] idea was giving the stock gift to spur other people to...give a gift, too."

Zachs establishes doctoral program

University of Connecticut alumna Judith Zachs and her husband Henry committed \$1 million to establish a research-based doctoral program in the university's School of Social Work.



Patricia Cornwell

Zachs, a clinical social worker, said: "We decided to help fill the need." A previous Zachs gift refurbished a community room at the school. They have also given to the University's Health Center, Division of Athletics, and other areas.

Wife of Ross Laboratories founder honors late husband

Elizabeth M. Ross gave \$1 million in honor of her late husband and president of Ross Laboratories to create the Richard M. Ross Museum at Ohio Wesleyan University. The museum, housed in the existing Humphreys Art Hall, will permit longer shows of student artwork and more and different kinds of art exhibitions. Also, the hundreds of items in the department's permanent art collection will have adequate housing for the first time. "Our family's commitment to education and the pursuit of learning...provided the impetus for our gift to Ohio Wesleyan," says Mrs. Ross.

REVIEW

Internet philanthropy: a review of Helping.org

by **Nicole Forster**
WPI Program Assistant

As people become more comfortable with Internet shopping and credit card use, online philanthropy is also growing. Recently America Online (AOL), one of the Internet's largest players, launched Helping.org, seeking to tap the web's expanding audience (now 37% of Americans according to NielsenNetRatings).

Helping.org is a free, nonprofit web site that connects users to over 620,000 charities and 20,000 volunteer opportunities. It uses existing databases from the GuideStar online charity registry, the Internal Revenue Service, VolunteerMatch, America's Promise, the American Red Cross, the Benton Foundation, Independent Sector, the National Urban League, and the Digital Divide. The goal is to make volunteering and donating as easy as shopping online.

NonProfit Times reports that before connecting with Helping.org, VolunteerMatch typically placed about 200 volunteers daily. On the site's first day, that number was 2000.

AOL hopes to reach new potential donors who may have never given to charities or volunteered before. Donors can enter their credit card numbers at this secure site and instantly contribute to the cause of their choice. Donations go directly to the charity, minus the credit card processing fee; AOL Foundation receives no money from donors or charities. To volunteer, people enter their zip codes and areas of interest. The site supplies a list of organizations needing people for a variety of projects, lengths of time, and locations.

Helping.org also covers various philanthropy, nonprofit, and Internet usage topics and is fairly easy to navigate for even inexperienced web surfers.

Nonprofit groups may add or update any information they supply. There are even links to the Better Business Bureau and the National Charities Information Bureau, letting potential donors confirm a nonprofit's legitimacy. One weakness is text readability. On a small computer screen the tiny type is nearly illegible.

The web site is already producing results and increased interest will likely bring more. NonProfit Times reports that before connecting with Helping.org, VolunteerMatch typically placed about 200 volunteers daily. On the site's first day, that number was 2000. By mid-December over 8000 people had expressed interest in volunteering for the groups advertising on the site.

Internet fundraising has some obvious limitations. It can reach only those people on line – still a limited percentage of the population. Young, web-savvy potential philanthropists may find this format uncomplicated and appealing, but many others don't. Just eight percent of Americans, about 16 million adults, were willing to give to a charity or public interest group over the Internet, according to a September 1999 study. (The Mellman Group for Craver, Mathews, and Smith) In addition many people prefer traditional ways of learning about causes and being involved philanthropically in organizations.

Though easy for some, this new form of philanthropy is definitely not for everyone.



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Thank you for your support!



**Women's Philanthropy
Institute News
February 2000**

Women's Philanthropy Institute News is the quarterly publication of the **Women's Philanthropy Institute (WPI)**. WPI is a nonprofit organization that educates and advances women as major donors and volunteer leaders for the nonprofit causes of their choosing. WPI publishes this newsletter and provides seminars to inspire, educate and encourage women to effect positive change in the world through philanthropy. WPI is not a grantmaking institution.

**Andrea Kaminski
Executive Director**

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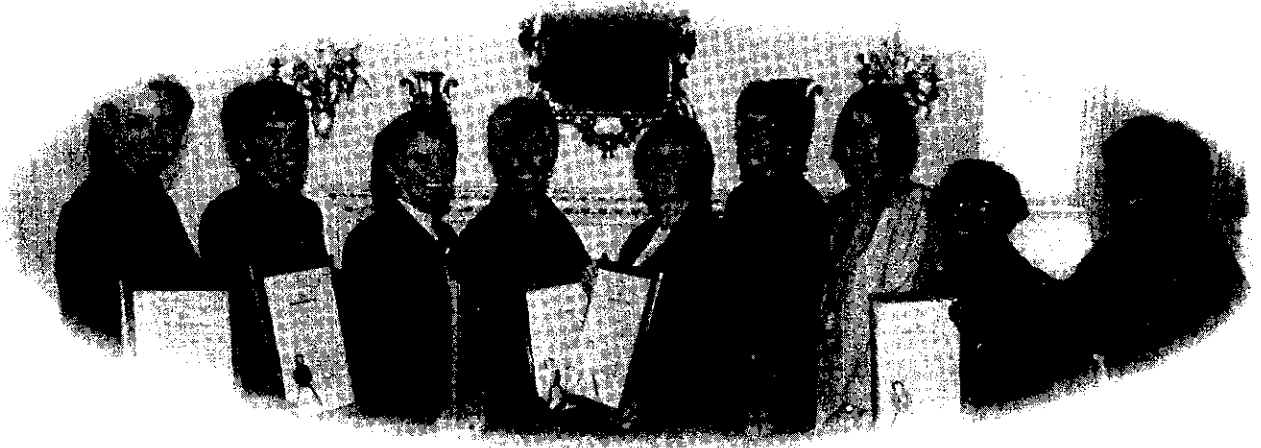
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First Annual Wisconsin Women's Philanthropy Week a success

In October 1999 women philanthropists and development professionals in Wisconsin joined forces with First Lady Sue Ann Thompson to organize the first Wisconsin Women's Philanthropy Week.

Both historic and living Wisconsin women philanthropists were recognized. (See the WPI web site: www.women-philanthropy.org) Sample materials are also available from WPI.



Pictured here are representatives of the sponsoring organizations: (l-r) Lori Rappé, University of Wisconsin Foundation, Andrea Kaminski, Women's Philanthropy Institute, Jean Manchester-Biddick, President UW Foundation Board; First Lady Sue Ann Thompson, Wisconsin Women's Health Care Foundation; Wendy Coe, Madison Community Foundation's A Fund for Women; Martha Taylor, UW Foundation; Doris Heiser, Milwaukee Foundation; Gwen Jackson and Tracy Wayson, Women's Fund of the Milwaukee Foundation.



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