



DEVELOPMENT
September 20, 2019
Radisson Blu Aqua **DAY**
CHICAGO

COURSE CORRECTIONS

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If you want to achieve dramatic impact in fundraising, you need to know where you're going, how to get there, and you need to know if and when to change direction or find better routes along the way. In today's ever-changing philanthropic landscape, learn to make course corrections and chart new paths to success. This track explores the importance of modifying your course and shifting strategies on the fly to be a more effective fundraiser.

- Overcoming Obstacles: Turning Challenges into Opportunities
- Turning Around Your Board to Create Diverse, Motivated and Effective Trustees Who Will Raise Money for Your Organization
- Let's Stop Perpetuating the Overhead Myth and Talk About Success



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OVERCOMING OBSTACLES: TURNING CHALLENGES INTO OPPORTUNITIES

As development professionals, we are tasked with executing a variety of organizational responsibilities by continually relying on our personal arsenal of skills and experiences. Inevitably, sometimes things go awry. Please join AFP Chicago and a panel of seasoned development professionals who have each experienced unique non-profit obstacles and steered the ship to safety. Learn how these professionals turned distressing obstacles into unforeseen successes, or at least avoided failure! Learn from those who have gone before you and faced impediments you may experience during your career.

SPEAKERS:

Wilonda Cannon, Senior Director of Development, Breakthrough Urban Ministries

Julia Doherty, Chief Development Officer, The Joffrey Ballet

Dr. Ruth K. Hansen, Assistant Professor, University of Wisconsin-Whitewater's College of Business and Economics

Judy Lindsey, CFRE, Executive Director, Methodist Hospitals Foundation



Wilonda Cannon, Senior Director of Development, Breakthrough Urban Ministries

Wilonda Cannon is the Senior Director of Development at Breakthrough Urban Ministries, Chicago, Ill. During her five years in this role, she has grown Breakthrough's annual revenue by over 60 percent. She also developed and mentored a team of fundraising professionals who are paving the way to ensure that Breakthrough is no longer the "best kept secret" on the west side of Chicago.

Cannon is an award-winning public speaker and influential leader in non-profit fundraising, as she provides guidance and expertise to organizations that are managing campaigns alongside annual funds using cutting-edge practices.

Before Breakthrough, Cannon served as a civil engineer in the Air National Guard. She graduated from the Joseph Business School, Forest Park, Ill., and led the fund development and strategic initiatives for Project Eden and the Joseph Business School. State Farm named her 2010's Phenomenal Woman of the Year for her work with Project Eden.



Julia Doherty, Chief Development Officer, The Joffrey Ballet

Julia Doherty was appointed Chief Development Officer of The Joffrey Ballet in December 2018. Doherty joined the Joffrey in 2008 as Events Coordinator and was later promoted to Director of Special Events, Director of Development, and most recently, Director of Major Gifts. She is a Chicagoland native, a graduate of St. Ignatius College Prep and DePaul University, earning a degree in English Literature. Highlights of her tenure at the Joffrey include: exceeding fundraising profess goals

by \$1.2 million for the creation and production of Christopher Wheeldon's new *Nutcracker* in 2016; stewarding the Joffrey's first named position with a \$5 million gift from the Paul Galvin Memorial Foundation Trust; a \$750,000 challenge grant from the Lakonishok family for the addition of three new dancers to the Company roster and two additional paid work weeks to the seasonal contracts of every Joffrey artist; and securing \$1.1 million in funding for the world premiere production of Yuri Possokhov's *Anna Karenina*, which debuted February 13, 2019 at the Auditorium Theatre. Doherty lives in Flossmoor, Illinois with her husband and two daughters.



Dr. Ruth K. Hansen, Assistant Professor, University of Wisconsin-Whitewater's College of Business and Economics

Ruth K. Hansen is an assistant professor at University of Wisconsin-Whitewater's College of Business and Economics, where she teaches classes in nonprofit organizations, fundraising, organizational behavior, and ethics. Her research focuses on the practice of fundraising, popular support for unpopular causes, and social policy. She speaks regularly on the topics of fundraisers, fundraising, and

related issues both nationally and internationally. Ruth has more than 20 years' professional experience as a fundraiser, and is a former board member of AFP-Chicago. A recent project, "Gary Neighborhood House: Managing Mission and Uncertainty in the Civil Rights Era," will be included in an upcoming volume, *Hoosier Philanthropy*, due out in 2019.



Judy T. Lindsey, CFRE, Executive Director, Methodist Hospitals Foundation

Judy Lindsey currently serves as the executive director for Methodist Hospitals Foundation, the philanthropic arm of Methodist Hospitals' healthcare system serving the counties of Northwest Indiana. She is responsible for all aspects of the system's philanthropic efforts as well as its volunteer services and auxiliary. Prior to her appointment at Methodist, Judy spent her entire career in Chicago.

She has remained an active member of the AFP-Chicago Chapter.

With more than 35 years of experience in the not-for-profit sector, Judy worked at the University of Chicago for thirteen years as the director of development for its six libraries. She managed the Library's participation in the \$ 2 billion University-wide campaign in which library gifts totaled \$33 million. She was also a member of the University team that secured an additional \$25 million gift that enabled the construction of a new campus library. Judy's other professional appointments have included senior consultant with The Alford Group, vice president of philanthropy for Chicago Public Media/WBEZ, and vice president of development and communications for Children's Home & Aid Society of Illinois.

Judy has held the Certified Fund Raising Executive (CFRE) designation since 1992 and has served the AFP-Chicago Chapter as a board member, co-chair of the Fellows Program, senior vice president for Ethics and Emerging Initiatives, and faculty chair for the chapter's Fundamentals of Fund Raising Course. In 2018, Judy was awarded the President's Award for her contributions to the chapter.

Judy's volunteer board service has included the Hyde Park School of Dance, Chicago Area Metropolitan Advisory Board of Children's Home & Aid Society, and the former Joseph Holmes Chicago Dance Theater. She is an active member of Women in Philanthropy for Lake County Indiana's community foundation and serves as a non-board, volunteer on the development committee for The Boulevard, a Chicago-based medical respite facility for homeless persons in need of post-hospitalization services.

Judy received her B.S. degree in speech and hearing sciences from Bradley University (magna cum laude) and her M.S. degree in speech and language pathology from the University of Wisconsin-Madison. She is a native Chicagoan residing in the Hyde Park/Kenwood community.



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TURNING AROUND YOUR BOARD TO CREATE DIVERSE, MOTIVATED AND EFFECTIVE TRUSTEES WHO WILL RAISE MONEY FOR YOUR ORGANIZATION

Nonprofit boards have been described as everything from a helpful nuisance to a complete waste of time. In fact, many CEOs see their boards as a necessary evil. What's the secret to building a successful board? We'll explore one way to increase your board's productivity through building stronger relationships, sharing hidden skills, and strengthening possibilities. This session focuses on community building techniques used by Peter Block and Peter Senge that will help build your board's overall effectiveness. A case study will show how one board increased fundraising by 400% using this method.

LEARNING OUTCOMES:

By the end of this interactive panel session, participants will:

- Learn how diversity can increase opportunity to fundraise and build community impact;
- Discover how community building techniques can encourage engagement and explore new approaches to solve old problems;
- Understand how connectivity can be the glue that holds a board together and helps find new ways to explain mission;
- Uncover hidden skills and talent that can benefit the overall organization.

SPEAKERS:

Donna M. Davis, CEO and Principal, The DG Group

Peter Zehren, Major Gifts, The Salvation Army



Donna M. Davis, CEO and Principal, The DG Group

Donna has two decades of experience serving in both the public and private sectors. She has served in leadership positions in some of New York City's premier non-profit organizations in fundraising, communications, and marketing. To date Ms. Davis, has helped to leverage the investment of over \$800 million in New York City communities and raised over \$500 million dollars.

She currently is a board member and assists a variety of organizations including, the Universal Hip Hop Museum, the only NYS chartered museum dedicated to hip-hop culture and historical preservation, Ladies of Hope Ministries, International Association of Fashion Stylist, and executive speech writer for Black Enterprise Magazine National Conferences.

As a presenter, Ms. Davis speaks on the topic of fundraising, relationship building management and diversity in philanthropy.



Peter Zehren, Major Gifts, The Salvation Army

Peter Zehren has raised millions in New York and Wisconsin and currently works for The Salvation Army. His experience includes serving as chair and member on boards across the sector. He has established partnerships with fortune 100 companies and represented United States nonprofits in India as a US Delegate.



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LET'S STOP PERPETUATING THE OVERHEAD MYTH AND TALK ABOUT SUCCESS

Charity Navigator burst onto the nonprofit scene in the 1990's and brought new scrutiny to how much nonprofits spent on overhead. Now the tide is turning and it's becoming more understood that some types of overhead, like marketing and investment in staff, are necessary if nonprofits are to grow and thrive. But without using overhead as a guide, how can you measure the efficiency or overall health of a nonprofit? In this session, we'll give you some tools you can implement to demonstrate or measure your nonprofit's impact and growth.

LEARNING OUTCOMES:

By the end of this session, participants will:

- The relationship between investment in overhead and organizational performance;
- Why measuring performance and impact is important to donors and constituents;
- How to "make the case" for investment and measurement by applying a theory of change model; and
- How to stop perpetuating the myth.

SPEAKERS:

Marilyn Foster Kirk, Executive Vice President, Ter Molen Watkins & Brandt

Amy Funk, Senior Vice President, Ter Molen Watkins & Brandt

Kirsten Powers, Vice President, Development & Sustainability, Skills for Chicagoland's Future



Marilyn Foster Kirk, Executive Vice President, Ter Molen Watkins & Brandt

Marilyn Foster Kirk, executive vice president, Ter Molen Watkins & Brandt, is a fundraising consultant, educator, and practitioner with more than forty years' experience. During her career, she has provided leadership for and raised major gifts in capital campaigns ranging from \$2.5 million to \$2.25 billion at the University of Wisconsin-Parkside, Garrett-Evangelical Theological Seminary,

Northwestern University, and the University of Illinois at Chicago. She has also served as senior advancement officer with management responsibilities for fundraising, constituent relations, communications, legislative relations, and community affairs.

Marilyn teaches in the nonprofit management programs at North Park University and the University of Wisconsin-Parkside. She has served on the governing boards of many nonprofits and is a past award recipient, board member and president of AFP Chicago.



Amy Funk, Senior Vice President, Ter Molen Watkins & Brandt

Amy Funk, Senior Vice President started her career in the nonprofit sector almost two decades ago and was instrumental in the public phase of a \$20 million capital campaign at Sarasota Opera and the launch of a \$13 million capital campaign at Midwest CareCenter (now JourneyCare). She also oversaw the initial phase of a successful building campaign at the YMCA of Metropolitan Chicago

and served as Chief Development Director at Have Dreams, an autism resource organization.

Mentoring development professionals is a key passion of hers, and she serves on the Peer Mentoring Committee of the Association of Fundraising Professionals Chicago Chapter and DePaul University's Alumni Engagement Committee, School of Public Service. She also leads the Annual Fellows Program of the Development Leadership Consortium, which introduces new development professionals to the philanthropic community in Chicago.



**Kirsten Powers, Vice President, Development & Sustainability,
Skills for Chicagoland's Future**

Kirsten Powers, Vice President, Development & Sustainability with Skills for Chicagoland's Future, drives the fundraising and sustainability strategies for the organization. In this role, Kirsten cultivates and maintains strategic partnerships with corporate, foundation, government, and individual donors. Prior to Skills for Chicagoland's Future, Kirsten held senior development and fundraising roles

at the Field Museum, the Metropolitan Planning Council, Openlands, and the Chicago Association of Neighborhood Development Organizations, in addition to private-sector roles with Arthur Andersen and DSC Logistics.

Kirsten has an M.A. in Public Policy from the University of Chicago and a B.A. from the University of Illinois at Urbana-Champaign.