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UPCOMING EVENTS

Networking Reception
Tuesday, September 13
6:00 - 8:00 PM
Public House

NY/NJ Summit on Philanthropy
Wednesday, September 21
8:30 AM - 1:00 PM
New Jersey Performing Arts Center (NJPAC)

National Philanthropy Day
Featuring a conversation between **Maria Cuomo Cole**, Chairman, HELP USA, and **Gerald Marzorati**, Assistant Managing Editor, The New York Times.
Monday, November 21
11:30 AM - 2:00 PM
The Plaza Hotel

NY/NJ SUMMIT ON PHILANTHROPY

There's a new breed of philanthropists, and fundraisers seeking ways to engage them will gain valuable insights at the Third Annual NY/NJ Summit on Philanthropy, presented by the Greater New York and New Jersey Chapters of the AFP at the New Jersey Performing Arts Center in Newark on September 21.

This new generation of philanthropists is younger and more diverse, and is seeking deeper involvement with the organizations they fund, according to Myles Amend, president of the Greater New York Chapter and an organizer of the event. "They are more data-driven and want to see metrics," he says. "They want a closer affinity to the organizations that they're supporting. Some even want to roll up their sleeves and get involved in their grantees' work." They also tend to focus more on social services, environmental causes, and race and gender issues, rather than on such traditional philanthropic areas as medicine and culture.

"As fundraisers, we need to understand what these changes mean," Amend says. "It may mean we're building relationships with funders differently than we have in the past."

The speakers who will investigate these issues at the summit reflect these changes. Claire Bernard of the Mariposa Foundation is a second-generation philanthropist with a hands-on approach. Tamarra Harris Robinson of the Robinson Harris Foundation represents the new diversity that is altering the funding landscape. Odessa Dejos of Changing Our World and James O'Sullivan from Rockefeller Philanthropic Advisers will also help fundraisers understand how to meet the demands for this new kind of donor engagement.

For more information on this year's summit, "The Changing Face of Philanthropy," visit the AFP-NY's website.

NATIONAL PHILANTHROPY DAY

The Times' Gerald Marzorati to Interview Maria Cuomo Cole at National Philanthropy Day Luncheon

By Sue Sena, Principal, Sena Consulting LLC, Luncheon Committee Member

On Monday, November 21st over 400 guests from New York City's leading charitable organizations will gather at The Plaza to celebrate the philanthropic achievements of dozens of New Yorkers at the 13th annual National Philanthropy Day Luncheon.

"This luncheon celebrates the spirit of giving. It's an opportunity for the city's non-profit sector to recognize and honor the individual New Yorkers and institutions whose extraordinary gifts of time, talent, and funds are transforming the communities where we live and work," says AFP Chapter President, Myles B. Amend, Director of Development and Alumni Relations, Trinity School.

The event will feature an intimate conversation between noted New York Times journalist and editor, Gerald Marzorati, and philanthropist Maria Cuomo Cole, Chairman of HELP USA. This interview-style format will highlight the state of charitable giving and the philanthropic sector, its pressures and expectations during the economic downturn, and solutions organizations are providing to our community's most urgent challenges.

The first annual Ralph E. Chamberlain Award, named in honor the Chapter's founder, will be presented to Penny Stoil, Co-Founder and Co-Director of Projects Plus Inc, to recognize her contributions to advancing AFP, the fundraising profession, and the missions of hundreds of non-profit clients with whom Projects Plus has worked.

Penny says of the honor, "This award comes at a special time in my life. I will be marking my 55th year in this profession. I love it as much today as I did then - and have learned so much from each client. It has been like going to college every day."

Last year nearly three dozen philanthropic organizations honored a major donor or volunteer leader making a difference in their respective communities. More organizations are anticipated to participate this year's event.

Event Sponsors include The New York Times and Quality Letter Service. To buy tickets or tables for the event and to honor one of your organization's finest philanthropists, please visit: www.nycafp.org

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MEMBERSHIP TIP

AFP's Special Job Seekers Toolkit for Fundraisers

The AFP Job Seekers toolkit focuses on finding the right job and features advice and services to help you carry out a successful job search and land on your feet in a rewarding new position. It is regularly updated with new and targeted materials.

If you are not an AFP member, become one today!



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MEMBER SPOTLIGHT



A Conversation with..... William Horan

Bill Horan is Vice President for Development at the U.S. Fund for UNICEF. Before joining the U.S. Fund, Bill was Senior Director of Development at Columbia University's medical school, the College of Physicians and Surgeons.

TELL US ABOUT YOUR JOURNEY TO UNICEF.....I started in development at my alma mater, Manhattan College, right after graduation. I had worked briefly as a student phonathoner during my sophomore year. I figured I'd stay in fundraising briefly, until I got a "real" job. I enjoyed the work, doing lots of different things in my first job, and 33 years later I'm still waiting to get that "real" job. I've worked my whole career in and around New York City, primarily for hospitals and health organizations, including

the New York Eye and Ear Infirmary, the Hospital for Joint Diseases and Passaic (NJ) General Hospital. I worked at Columbia from 2003-2010 where I was part of a large team that worked on a \$1 billion campaign. A Columbia colleague left there to join the U.S. Fund and he recruited me to join his team. The U.S. Fund for UNICEF with its focus on international relief for children, is totally different from anything else I've done. There's a lot to learn, and one of the things we do well is take donors on field trips to see the UNICEF programs they support. I had the opportunity to travel to Honduras this past February with donors and it was a wonderful experience. The people are incredibly grateful for the support UNICEF provides.

HOW HAS THE PROFESSION CHANGED THROUGH THE YEARS...Fundraising is much more of a profession now, and it is a "real" job. There's much more competition for the philanthropic dollar, and donors are much more engaged and sophisticated than in the past, viewing their support like venture capital. It's very important to be able to demonstrate the ability to leverage gifts. Donors quite properly demand more accountability and creativity than they used to, and watchdog groups are more prominent and assertive in keeping charities on their toes; also a good thing. One of the biggest changes in recent years has been the growth of donor advised funds at large financial institutions like Fidelity and Schwab, which interposes another institution between the charity and the donor.

ANY TIPS FOR THE YOUNG STARS ENTERING THIS BUSINESS? Find a position in an organization where you can quickly learn about all different types of fundraising, events, major gifts, annual fund, direct mail and planned giving. This will make you marketable. Pay attention to trends like social media. The most important skill to have is to be a good listener. It's certainly not about you the fundraiser, and its often not even about the organization. It's all about the difference that the donor wants to or can make with his or her support. So be attentive. Also, it's imperative that you know a little bit about a lot of things, so you can engage donors on a level beyond their interest in your organization. Even better, know a lot about a lot of different things. Finally, make friends wherever you go. I've got friends from high school, college, and almost everywhere I've worked, and some of them have helped me advance in my career. My landing at the U.S. Fund is a good example of how a friendship helped lead to a "real" and really good job.

WHY ARE YOU A MEMBER OF AFP GNY? I can't remember how long ago I joined, but I did so at the urging of a former boss who became a mentor and is now one of my closest friends, Bob Serow. I joined because of the educational offerings and the networking opportunities, and I was on the Board and Treasurer for about four years in the early 2000's. My participation these days is mostly focused on Fundraising Day in New York, where I've been co-chair of the Fundamental Track for a few years. I keep trying to resign, but I enjoy it so much I can't seem to walk away. Fundamentals is appealing to me because I get to see and help the next generation of fundraising professionals. Like most things in life, you get out what you put in.

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