



**2010**  
**Ten Star AFP Chapter**  
 Greater Cleveland Chapter

### Upcoming Events

October 5, 2011

**Roundtable**

**"Diversity in Fundraising"**

Location: American Red Cross  
 Time: 8:00-9:00 am

October 20, 2011

**Luncheon**

**"Building a Talented  
 Energized Admired  
 Motivated Organization"**

Location: Crowne Plaza  
 Independence  
 Time: 11:30 am-1:30 pm

November 4, 2011

**National Philanthropy Day**

Location: Signature at LaCentre  
 25777 Detroit Rd.  
 Westlake, Ohio

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 with the purchase of a 24 Hour  
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### SAVE THE DATE

**December 1, 2011**

**Annual Meeting**

**"Movies as Agents of Change"  
 Marcie Goodman, Cleveland  
 International Film Festival**

4:00-7:00 p.m.  
 Location: Capitol Theatre  
 1390 West 65th Street  
 Cleveland, Ohio

## Greater Cleveland Chapter News



## 28th Annual National Philanthropy Day<sup>®</sup>

On Friday, November 4, 2011, the Association of Fund Raising Professionals (AFP), Greater Cleveland Chapter, joins 225 AFP Chapters in more than 125 communities and 50,000 people around the world in celebrating millions of philanthropic gifts. The day-long celebration, held at Signature at LaCentre in Westlake, brings fundraisers from throughout Northeast Ohio together to recognize and pay tribute to the great contributions that philanthropy and those people active in the philanthropic community have made in our community.

Philanthropy—people helping their neighbors—is an essential part of American society. The Association of Fundraising Professionals, the leading professional association in the world dedicated to harnessing the spirit of philanthropy, acknowledges the entire spectrum of the nonprofit community through National Philanthropy Day celebrations each November.

As part of the AFP mission to advance philanthropy through education, training and advocacy, guest speaker Dionisia “Nisia” Hanson, Chief Philanthropy Officer at Southcoast Health System, New Bedford, MA, will offer a morning session titled “Love Thy Donor: The Profitable Art of Telling Your Story Well,” as well as an afternoon session “If Not YOU Then Who? Transforming Your Leadership Into Fundraisers.”

*For more information and to register,  
 please visit [www.afpcleveland.org](http://www.afpcleveland.org) or call 216- 696-1613 for details.*

### 2011 National Philanthropy Day<sup>®</sup> Award Winners

Honorees to be recognized for their work in Northeast Ohio include:



**Outstanding Fundraising Volunteer Award: vic gelb**

Nominated by: *Anne Marie Cronin, Case Western Reserve University*



**Philanthropist Leadership Award: Monte and Usha Ahuja**

Nominated by: *John Garofalo, University Hospitals Health System*



**Corporate Leadership Award: ABB, Inc.**

Nominated by: *John Garofalo, University Hospitals Health System*



**Foundation Leadership Award: The George Gund Foundation**

Nominated by: *Leanne Ahl, Playhouse Square*



**Youth in Philanthropy Leadership Award: Katherine (Katie) Uhl**

Nominated by: *Lauren Steiner, Grants Plus*

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## LETTER FROM THE PRESIDENT

Dear Friends,

It doesn't seem possible that we are well past half way through the year. As you read through this newsletter, you will see that once again, we have an amazing National Philanthropy Day planned. The quality of the honorees and the workshops planned make this a day you won't want to miss. If you haven't made reservations, it is not too late and you will want to do so today.

One of our goals for this year was to create a Past Presidents' advisory group that would be responsible for three things: (1) select the Outstanding Fundraising Executive chaired by the immediate past president; (2) develop programming and host at least one luncheon program to appeal to the senior level fundraiser with many years of experience; and (3) begin the research and make recommendations to the board for the creation of an Endowment Fund. The active participation and progress of this illustrious group has begun. Stay tuned...you will be hearing more from this group in the months ahead.

Like most organizations, AFP Greater Cleveland continues to deal with the challenges of finances. To respond to the financial challenges, the board has taken two very clear actions. For the first time in many years, the local dues will increase beginning in January, 2012. Next, our Vice President of Resource Development, Paul Pawlacyk, and his committee, took on a very ambitious new Every Member Campaign (EMC). They created a program designed to continue to support the international AFP efforts at the same generous levels as in the past, while increasing the opportunity for our members to support additional scholarships and programming for our local chapter. It is an ambitious plan and administered locally. At this writing, the EMC is well underway and if you haven't made a commitment, I hope you will consider doing so. A gift of any amount will make a big difference. I am happy to share that 100% of the board has made their commitment!

I want to remind everyone that your individual membership goes with you when you move to another company or organization. Please be sure to let AFP know when your contact information changes so that you can continue to receive all of the wonderful benefits. It is important to renew your membership in a timely fashion so that your membership doesn't lapse. If you need to pay it on a monthly basis over several months, that option is available. Contact our administrative office if you have questions about this.

In addition to the individual membership, AFP is now offering organizational memberships for the first time. Organizations that have eight or more development staff will want to give serious consideration to this membership. The primary difference is that the memberships are paid for by the organization for all AFP members at one time and they remain with the organization rather than going with the individual should the individual leave that organization. If you would like more information about this type of membership, please contact me, the Vice President of Membership, or the AFP Greater Cleveland administrative offices.

Mark your calendars for Thursday, December 1<sup>st</sup>. The AFP Annual Meeting will be at Capitol Theatre in the Gordon Square Arts District; instead of a luncheon a late afternoon program is planned. We will recognize our Outstanding Fundraising Executive, elect board and officers, and have a very special program about movies and philanthropy. See more information in this newsletter and on the web.

Enjoy the beautiful autumn! I look forward to seeing you at the AFP events in the months ahead.

Beth Brown  
President 2011-2012



## 2011 Chamberlain Scholar Sarah Trimble

Did you know that Chicago's nickname, "the windy city," has nothing to do with the weather? It's true! This "sister city" of Cleveland was coined in this manner as a result of 1890s era politicians "overtly bragging" about their native town. As the 2011 AFP Greater Cleveland Chapter Chamberlain Scholar, this is one of the many things I learned at the 2011 AFP International Conference on Fundraising, held in Chicago, Illinois.

I had a wonderful experience at the conference and I am truly honored that AFP chose me as the Chamberlain Scholar this year. The line up of speakers and presenters were top notch. Speakers included **Blake Mycoskie** (Founder and Chief Shoe Giver of TOMS Shoes), **Queen Latifah** and former **President Bill Clinton**. It was amazing! Each provided their view point on philanthropy and community, outlining what it means to them to "give." And, each are "practicing what they preach" on a daily basis. All three were exceptional speakers who engaged and inspired the audience, leaving with us a renewed spirit and energy. They patted us all on the back and reiterated time and again, "Fundraisers Change Lives," which just happened to be the conference theme this year.

The presenters and educational sessions far exceeded my expectations. There was an absolute bevy of sessions to choose from, strategically geared towards many different levels of experience. Presenters were well prepared experts in their fields and truly interested in sharing knowledge. I have received many follow up emails and forwards of different information promised during sessions.

Networking opportunities during and after the standard conference hours were an absolute added benefit. It was very exciting to meet and mingle with other like-minded fundraising professionals from different chapters. I truly believe that professional growth stems from learning from others. This experience allowed me to learn quite a bit from peers in a short amount of time. I made friends, and plan on keeping correspondence up over the long term.

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# 2011 National Philanthropy Day® Award Winners



## Corporate Leadership Award

**Nominated By:** John Garofalo, University Hospitals Health System

**Outstanding Commitment:** At ABB, Inc. it's a TEAM effort. ABB not only encourages involvement by employees, but matches money raised and builds awareness for causes selected by employees.

**Motivation to Others:** ABB and its We Care Committee give time, energy and financial resources to benefit many important causes in the local community. Employees put fun in multiple events throughout the year raising funds for good causes. Some of their events include a parade, car washes, a carnival, golf outings, a chili cook-off, and so much more.

**Leadership:** ABB, the world's leading tower and automation technology company, weaves philanthropy into the fabric of their company operations, applying the same discipline to its charitable work as the company does to its core business. The We Care Committee initiatives meet both community needs and ABB's mission. Employees at ABB's Wickliffe facility, former home to Bailey Controls, initiate and vote on projects, then organize and events, like Wii Bowling challenge, March Madness and a public garage sale, that raise both money and awareness chosen causes.

**Causes:** General community needs, children, healthcare, food and basic needs.

Every day, millions of good things happen because of philanthropists—from “safety net” agencies feeding the hungry and clothing the needy, to cultural organizations enriching our lives, healthcare organizations curing the sick, and campaigns to save our environment.

The Association of Fund Raising Professionals of Greater Cleveland is pleased to introduce the 2011 philanthropists who will be honored at National Philanthropy Day on November 4:

## Philanthropist Leadership Award

### **Monte & Usha Ahuja**

**Nominated By:** John Garofalo, University Hospitals Health System

**Outstanding Commitment:** Monte Ahuja is committed to sharing his success with the community that “gave him his life.” With comprehensive support for a broad range of initiatives, the Ahuja's have made and will continue to make a measurable impact on the quality of life for everyone in Northeast Ohio.

**Motivation to Others:** Hard work pays off. Mr. Ahuja took a business plan, written as an MBA student at Cleveland State, and grew a two-person, single location, start-up company into an international transmission parts supply company. Wife Usha, who taught college math for over 20 years, serves as a vital partner and confidant to her husband.

**Leadership Role:** Like the tireless promoters from Cleveland's past, Mr. Ahuja devotes considerable energy and time to Greater Cleveland where he grew and prospered as an entrepreneur. Actively engaged in bettering family-centered health care and education in the region, the Ahuja's generosity ranks them among the nation's 60 most generous donors last year.

**Causes:** General quality of life, quality healthcare and advocates of higher education for student success.



# 2011 National Philanthropy Day® Award Winners



Outstanding Fundraising Volunteer

## **vic gelb**

**Nominated By:** *Anne Marie Cronin, Case Western Reserve University*

**Outstanding Commitment:** For more than sixty years, vic gelb has been changing Cleveland with his giving heart. With his wife Joan by his side, his commitment to the area is clear. He proudly proclaims he is a Clevelander who never left home. Some refer to him as Mr. Cleveland. With his natural grace, warmth and good humor, never once has he hesitated to lend his considerable leadership skills and strategic planning talents into his devotion to help others. For Cleveland, it's a good thing vic can't say no.

**Motivating Others:** vic is a paragon of selflessness who sets a high bar for others. He could always find the time and energy to be a part of just about everything going on in Cleveland. The legendary businessman (remember super glue and naval jelly?) always makes time for a good cause and has piloted countless successful fundraising campaigns.

**Leadership:** He is well recognized in Cleveland for his activism and philanthropic work serving so many Cleveland area organizations grow and prosper.

**Causes:** Children, civil liberties, health care, minority health, aids, and the state of Israel.

## Foundation Leadership Award

### **The George Gund Foundation**

**Nominated By:** *Leanne Ahl, Playhouse Square*

**Outstanding Commitment:** Since inception in 1952, The George Gund Foundation has invested \$564,087,485 in support of the arts, economic development and community revitalization, education, the environment and human services. Believing that thriving cities benefit everyone, the foundation encourages ideas to strengthen the richness of "urban life" in Greater Cleveland.

**Motivation to Others:** Fostered Cleveland's ability to develop original responses to urban issues and promote collaborations across boundaries that create innovation in all fields of endeavor.

**Leadership Role:** The Gund name is synonymous with philanthropy and the foundation's basic goal of advancing human welfare remains constant. From capital funding to sustaining support, astute grant making continues to set in motion innovative and forward thinking projects that provide a legacy well beyond the life of the donor, George Gund.

**Favorite Causes:** Supporting a vibrant arts community, making Cleveland and the surrounding region a more desirable place to live, encouraging the growth of a creative workforce, catalyzing development in our neighborhoods and serving as a bridge between various segments of the community.

## Youth in Philanthropy Award

### **Katherine Uhl**

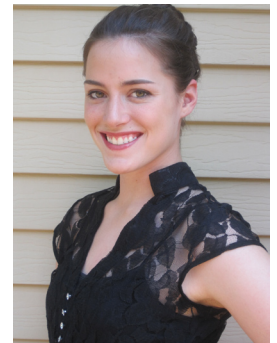
**Nominated By:** *Lauren Steiner, Grants Plus*

**Outstanding Commitment:** Katherine sees a way to make the world better for others and serves as a example for friends and family to get involved in helping others.

**Motivating Others:** Out of her personal desire to make a difference for others, Katie joined Solon High School's Future Problem Solving team, part of an international organization that sponsors competitive events to stimulate critical and creative thinking skills for future leaders. Katie serves as co-president of the Community Problem Solving division. Katie leads the way in the classroom and sports, receiving in 2011 an award as spring athlete with the highest GPA who lettered in their sport.

**Leadership Role:** Katherine chooses to help others because she feels that it's part of everyone's responsibility as a citizen. She believes giving your time is one of the best ways to feel good about yourself. Katie wants to continue helping in her community as she goes through college and beyond.

**Causes:** Katherine worked with her peers and the community to raise awareness and to educate the public about domestic violence. "Project P.E.A.C.E., Protecting Everyone Against Cruel Events."



**NATIONAL PHILANTHROPY DAY® EDUCATIONAL SEMINARS**

Details on page 5

## NATIONAL PHILANTHROPY DAY® EDUCATIONAL SEMINARS

### About the Speaker

#### **Dionisia Hanson**

Dionisia “Nisia” Hanson is Chief Philanthropy Officer at Southcoast Health System, New Bedford, MA, where she is leading their first-ever, system-wide \$60Mil Capital Campaign for Southcoast Centers for Cancer Care. Nisia has led dozens of workshops and seminars on fundraising, addressing leadership and board issues in the United States, Canada, and Denmark. In her current and former positions, which include fundraising at Boys & Girls Club of Pawtucket and Easter Seals of Rhode Island, she has focused on engaging leadership in the philanthropic process, and re-energizing stagnant or underperforming boards. Her results – Nisia has improved their fundraising while overcoming obstacles, including executive directors who quit, campaign consultants who resigned, and board members who refused to cooperate. She is an AFP Rhode Island Chapter Outstanding Fundraising Executive of the Year.



### **9:00- 11:30AM Morning Session:**

#### **Love Thy Donor:**

#### **The Profitable Art of Telling Your Story Well**

Want to raise more money? Stop relying on statistics, and start speaking from the heart! Donors desperately want to hear real-life stories that prove their gifts have changed lives. During this session, learn how easy it is to dig up great stories about your organization’s good work; use inspirational stories to attract new donors; build a case for larger gifts; and energize your board and staff through everything you write. Participants will receive plenty of handouts, including LTD interview questions and a self-scoring checklist.

#### Session Outcomes:

1. Learn the purpose and power of anecdotes and how to use them to build a better case for support
2. Identify from where to get your stories
3. Understand how to interview to get to the heart of a story

### **2:00-3:30PM Afternoon Session:**

#### **If Not YOU Then Who?**

#### **Transforming Your Leadership Into Fundraisers**

What does it take to build a philanthropic culture? How must you lead to unleash the untapped philanthropic potential of your organization and gain everyone’s involvement? What challenges do you face? How can you turn minds from an “it’s your job” mentality to an enthusiastic heart connection that shouts “I want to make a difference!” In this session, you’ll learn the roadblocks you must overcome to involve everyone in your organization in philanthropy. You’ll understand what you must do to lead your CEO, board and employees into active fundraising participation. Lots of real-world examples and take-home handouts are promised.

#### Session Outcomes:

1. Understand the roadblocks that prohibit a philanthropic culture
2. Identify the Components for a Charitable Culture©
3. Learn proven strategies that create the process for change

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## 2011 Chamberlain Scholar

*continued from page 2*

I simply can not say enough about this wonderful experience! Thank you again AFP! Without this scholarship, I would not have been able to attend and reap the rewards of a truly amazing opportunity to become a better fundraising professional.



**2010**  
**Ten Star AFP Chapter**  
Greater Cleveland Chapter

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The AFP Greater Cleveland Chapter newsletter is a service to members and is published twice per year.

For the latest, up-to-date information, check our web site:  
[www.afpcleveland.org](http://www.afpcleveland.org).

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**Patricia Egan, MBA, CFRE**

Association of Fundraising Professionals – Greater Cleveland Chapter

***2011 Outstanding Fundraising Executive***

The Association of Fundraising Professionals-Greater Cleveland Chapter is privileged to announce Pat Egan as the 2011 Outstanding Fundraising Executive.

Demonstrating the finest qualities of our profession, Pat has spent the past 25 years in the field of development and marketing, primarily in the specialized area of healthcare. With a master and bachelors degree in marketing and communication, and her distinguished CFRE certification, her strength in communication has served her extremely well in her decades of fundraising. A consummate fundraiser, Pat has been instrumental in raising approximately \$20,000,000 for the organizations with which she is affiliated. She has held a number of leadership positions in the Cleveland Philanthropic community including president of the AFP – Greater Cleveland Chapter from 2002-2004. She is a member of many boards, professional and community. In her own firm Beyond Fundraising, Pat combines her marketing, communication and fundraising knowledge to serve her clients with the utmost integrity, skill and donor centeredness.

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