

# VIEWPOINT

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WSPN mission:

Offering support to development professionals and advancing philanthropy since 1986.

## Celebrating Philanthropy: 13th Annual Philanthropy Awards Honorees

By Jill McWilliams, VIEWPOINT editor

The West Suburban Philanthropic Network's board is proud to present the recipients who will be honored at our 13th Annual Philanthropy Awards Luncheon on Tuesday, May 19 at Bobak's Signature Events, 6440 Double Eagle Drive, Woodridge, IL 60517. This year's honorees represent all of the generous philanthropic leaders who set the example of giving and engaging community support for nonprofits.

### Philanthropists of the Year

Daniel and Carol Goodwin (Oak Brook)



“As past teachers and as parents and grandparents we know there is nothing more valuable than educating future generations about the importance of giving time and resources to help others reach their fullest potential. It is with that spirit in mind that we humbly accept the honor of receiving the WSPN's 2015 Philanthropists of the Year award.” – Daniel Goodwin

Daniel and Carol Goodwin have been celebrated throughout the surrounding counties for their charitable and civic activities. Dan Goodwin, chairman and CEO of The Inland Real Estate Group of

*(continued on page 10)*

### Philanthropic Leadership Award

Marta Davy (Elmhurst)

“Helping those less fortunate is something that has always been a priority for me. In turn, I strive to be an example to my family and friends by demonstrating the importance of helping those in need. There is nothing more important than philanthropic service to others.”

Marta Davy knows how to leverage resources and make a lasting difference. She has been a member of the Rotary Club of Elmhurst for 15 years and has served in almost every capacity. She is currently working on a task force to tackle the devastating issue of heroin use in Elmhurst schools by bringing to-



*(continued on page 10)*

#### WSPN mission:

Offering support to development professionals and advancing philanthropy.

#### WSPN core services:

education, networking and advocacy

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We invite your membership. Annual, non-transferable dues are \$40. Register online or make checks payable to West Suburban Philanthropic Network and mail to:

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## President's Message

### Celebration

Although spring came slowly this year and is still blossoming, we all know that this is a time to come out of our cocoons and a time for celebration. WSPN's Annual Philanthropy Awards Luncheon traditionally takes place at this time of year and celebrates our community's volunteerism, talent and generosity.

We gather together to honor the people, businesses, foundations and organizations that provide so much to sustain and enhance the rich philanthropic environment that is fundamental to the quality of life in our communities.

Please take some time to read through this inspirational issue of VIEWPOINT and learn why we're applauding this year's honorees and about their stellar philanthropic contributions.

Speaking of spring, WSPN is in a growth phase, too, a time of renewal, and we're recruiting new committee members so that we ensure WSPN's sustainability for years to come. Since 1986, WSPN volunteers have been dedicated to inspiring our area's non-profit community.

If you're interested in giving back to our profession and becoming more involved in setting WSPN's direction, improving communications, growing our membership, expanding our programming, spurring income through sponsorship, monitoring our finances, planning next year's awards luncheon or if you'd like leadership experience, simply reach out to any board member.

My term as WSPN president continues for another year, and I'm tremendously enthused about our future. A heartfelt thank you to our terrific board of directors for their dedication, time, leadership and good humor—I simply enjoy their company!

A special thank you to Monica Bucek, who will take over WSPN's helm in fall 2016, and Chrissie Howorth, immediate past president, for their guidance and collegiality.

Hopefully, you'll be in the audience on Tuesday, May 19 celebrating with us but, if not, please know that we're celebrating you, too! A huge thank you for continuing to meet the growing needs of those we serve!

Wishing you many celebrations,

Ann E. Spehar  
WSPN President





# Philanthropy Collection News

## 6 Must Read Publications for Nonprofits

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

**F**ind your COD Library card and get current with trends, news and research for FREE. Access these journals and magazines remotely through the COD Library website. Have a favorite source? Set up alerts to have new content delivered to your email accounts so that you don't miss an article.

1. **Chronicle of Philanthropy** – A bi-weekly newspaper for charity leaders, fundraisers, grant makers and people involved in philanthropic enterprises. Great source for job listings in the industry.
2. **The Nonprofit Times** – This monthly magazine contains news and “how to” information on funding and management for nonprofits.
3. **Stanford Social Innovation Review** – A quarterly publication by the Stanford Center on Philanthropy and Civil Society. Written for “social change leaders in the nonprofit, business and government sectors who view collaboration as key to solving environmental, social and economic justice issues.”
4. **Nonprofit Management & Leadership** – Published quarterly, this journal covers unique challenges and opportunities in nonprofit organizations.
5. **Board Leadership** – Bimonthly publication with articles on innovative approaches to board governance.
6. **Harvard Business Review** – Monthly publication that presents analysis of management problems in all fields.

Don't have a library card with us? Please come in and get one. We are open seven days a week and anyone who lives or works in DuPage County is eligible. Library cards give borrowing privileges and access to our databases remotely. Appointments regarding the collection are available. Contact me at (630) 942-2313 or [kickels@cod.edu](mailto:kickels@cod.edu).

## Thank you to our 13th Annual Philanthropy Awards Luncheon Sponsors

With appreciation, we recognize **The Inland Real Estate Group of Companies, Inc.** as the presenter of the awards luncheon.



The Inland Real Estate Group of Companies, Inc.

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## Advertising in VIEWPOINT

A limited number of business-card size (3.5 x 2 inches) advertising spaces are available in VIEWPOINT.

- \$190 - four issues
- \$160 - three issues
- \$125 - two issues
- \$ 70 - one issue
- \$475 - four-issue insert ad (8.5x11)

To place an ad, visit [www.wsp-online.org/page-1299890](http://www.wsp-online.org/page-1299890).

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

## Humanitarian of the Year

Richard Endress (Wheaton)



“I am deeply honored by this award. I am also humbled to be singled out, because every day I work with many individuals—all genuine humanitarians—who selflessly serve their families, their neighbors and their communities. In my career, I have tried to align the good works of these humanitarians with our mainstream systems so that people are served more effectively and efficiently. This, I think, is one goal of all enlightened philanthropy.”

**R**ichard Endress has dedicated the last 34 years to improving health care for people in need. Early in his career, Endress worked for the American Medical Association, conducting hundreds of training workshops for physicians across the nation. Then he served for 16 years as a vice president of Central DuPage Hospital.

In 2001, Endress helped found Access DuPage—a collaborative program to

provide access to medical care to low-income, uninsured residents of DuPage—and became its first president. Since its inception, Access DuPage has provided comprehensive medical care at little or no cost to over 50,000 unduplicated persons. Over 225 DuPage County organizations support Access DuPage, and since 2001, the physicians and hospitals of DuPage County have donated care worth more than \$330 million to Access DuPage members.

In 2007, Endress became president of DuPage Health Coalition, whose mission is to build and sustain a Health Safety Net for all low-income persons. An early initiative of the DuPage Health Coalition, in conjunction with the DuPage Federation on Human Services, was to bring federally qualified health centers to DuPage County. There are now six such centers in the county.

Using Access DuPage as a model, the DuPage Health Coalition also helped develop a number of other collaborative initiatives, including Positive Parenting DuPage, FORWARD (an anti-obesity initiative), and the DuPage Oral Health Plan. Most recently, Endress helped develop the Home-Centered Care Institute, a collaborative organization affiliated with Northwestern Medicine dedicated to improving the quality of life for the frail elderly, people with disabilities and their caregivers throughout northeastern Illinois.

During the past 18 years, Endress has served on the boards of a dozen DuPage County organizations. He has extensive teaching experience, which includes teaching at Northern Illinois University from 2003-2007. Endress holds a master's from Northwestern University, a Ph.D. from Purdue University, and is a Woodrow Wilson Fellow.

As evident from his longtime dedication and passion for improving health care needs, WSPN is honored to award Richard Endress as Humanitarian of the Year. ●

## Nonprofit Executive of the Year

Brook McDonald, president and CEO  
The Conservation Foundation (Naperville)



“Our donors are some of the most amazing people I have ever met, and I am honored to know them. It is because of our hard working staff and board that we have been able to achieve success.”

**U**nder Brook McDonald's leadership since 1996, The Conservation Foundation, the largest and oldest private nonprofit land and watershed conservation group, has organized 12 successful open space referenda campaigns to raise more than \$750 million to preserve 30,000 acres of land in the counties of DuPage, Kane, Kendall and Will.

McDonald has been involved in protecting the DuPage River since 1989. He chaired the DuPage River Coalition from 1989 to 1995 and is the past chairman of the DuPage River Watershed Ecosystem Partnership. McDonald is the principal author of Illinois' first citizens stream monitoring manual, published in 1990.

Several years ago, McDonald and TCF staff identified DuPage's outdated open-space plan. TCF staff led the effort to develop the new Open Space Master Plan. McDonald oversaw the implementation process of acquiring properties that were deemed environmentally desirable by the master plan.

To date, TCF has removed over 235 tons of garbage from the DuPage River. TCF has more than 4,000 members and donors and more than 500 volunteers who contribute 20,000 hours per year.



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## Spotlight

Featuring a WSPN Member Organization



McDonald actively seeks solutions to address gaps and needs. Most recently, he established the Buy and Hold program, where TCF purchases homes and/or properties which local municipalities, park districts, etc., are pursuing for expansion of green space. The Buy and Hold program provides a bridge loan while the agencies secure local, State, Federal or private funding. This program ensures that the properties will be used for environmental purposes instead of for other types of development.

Last summer, TCF helped the Butterfield Park District acquire a significant parcel of land at the corner of Route 53 and Butterfield Road. Their work has allowed the park district to turn the vacant land into additional park space. Moreover, TCF delivers nature education programs to underserved students in communities such as West Chicago and Elgin.

Presently, McDonald is overseeing a \$1.5 million donation from the Hamill Family Foundation that includes land acquisition and improvement projects along the Fox River, expanding TCF's Conservation@Home program, engaging communities in cleaning up local rivers and streams and reaching more youth through environmental education programs.

He has also been instrumental in the planning of the annual Environmental Summit. As a result of his efforts focused on timely topics of concern, the event draws a crowd of more than 250 community members and staff from local municipalities.

TCF has been recognized in the northeast region of Illinois as the premier voice for environmental issues and a champion for open space and clean water. In 2007, McDonald was named one of the top 10 most influential environmentalists in DuPage County by the Daily Herald newspaper, and in 2010, was named a Lincolnland Legend by the Dollars for Scholars Program in Springfield for being a role model for youth.

Because of his visionary leadership and passion for restoration, protection and preservation, WSPN is proud to recognize Brook McDonald as Nonprofit Executive of the Year. ●



According to the Centers for Disease Control and Prevention, one in every 68 school age children are diagnosed with an Autism Spectrum Disorder (ASD). This is a significant increase from the rate of one in 86 children from 2007. At Giant Steps, located in Lisle, they recognize the crucial role of self-esteem, dignity and a sense of purpose in empowering people living with autism to participate in everyday life. By its very nature, autism is an isolating disability, disconnecting children and adults from their family as well as their families from the community.

Their goal is to bridge that gap, first, by providing resources and services for individuals and families living with autism, and second, by providing training and resources for people in the greater community to better understand how to support someone living with autism.

Giant Steps was founded by eleven families who came together seeking an educational alternative for their children diagnosed with Autism Spectrum Disorders (ASDs). The passion of these families, coupled with the legislative and financial support of the Illinois General Assembly, led to the creation of Giant Steps. In 1997, Giant Steps became the first licensed therapeutic day school in the State of Illinois exclusively serving students with a primary diagnosis of autism.

Today, their mission has expanded to include therapeutic services, after school, summer, and holiday programming, as well as training, community workshops, and public outreach.

Their highly trained staff is licensed by the State of Illinois in the areas of education, special education, occupational therapy, speech and language therapy, social work, neuro-

logic music therapy, applied behavior analysis, and technology and computers.

With a greater than one-to-one staff-to-student ratio, Giant Steps creates an individualized learning environment, promoting independence and inclusion. Services include:

- Education: Serving students from over 60 school districts in an autism-specific environment
- Training: Enhancing quality of life through public outreach, advocacy, and community workshops
- Therapy: Offering speech, occupational, behavioral and music therapies, plus social work and applied behavioral analysis
- Recreation: Providing social, physical and creative after school, seasonal, and summer programming
- Canopy: Adult autism services for people over the age of 22

By directing their knowledge and resources exclusively to autism, Giant Steps provides a variety of treatments and trainings catered to this complex and diverse disorder. Their educational plans, training materials, therapies, recreational activities and even the unique design of their facility are inspired by the needs of individuals with autism. This holistic approach allows them to customize programs for each individual's cognitive, communicative, social/emotional and motor needs.

Giant Steps also serves the community through their Autism Training Center, which offers consultation services to families, schools, organizations, early intervention centers, respite providers and others who work with individuals with ASDs. The Autism Training Center also plays a key role in autism policy by serving as an advocate regarding laws and policies affecting those with ASDs, as well as proactively educating and providing resources to elected officials.

By providing information and training through public outreach, community workshops and lab school observation, Giant Steps continues to improve quality of life for the greater autism community.

For more information about Giant Steps, visit [www.mygiantsteps.org](http://www.mygiantsteps.org) or call (630) 864-3800. ●

## Corporate Philanthropic Award

DiGiovine Hnilo Jordan + Johnson, Ltd.  
(Naperville and St. Charles)



DIGIOVINE HNILO JORDAN + JOHNSON LTD.

“We are surprised and honored to receive the Corporate Philanthropic Award. Our philosophy is to give back to others, and I am very proud of our entire team who goes above and beyond to assist those in need.”

– Tom Jordan, principal and managing director of DHJJ

**D**iGiovine Hnilo Jordan + Johnson, Ltd. is celebrating 40 years of CPA and business advisory services. Throughout the years, DHJJ's leadership has helped clients, contributed to various nonprofits and encouraged its employees to take on community leadership roles.

DHJJ's mission is to ascertain the needs of their clients and focus on fulfilling those needs through highly professional services. They are committed to enhancing the profitability of their clients through services that add value to their personal and business well-being. They measure their success by their clients' success.

Beyond their commitment to clients, DHJJ lives out their core values of faith and family, excellent client service and respect for each other. Besides thousands of dollars annually donated or given as sponsorships, every member of the DHJJ team is encouraged to support and become actively involved in local organizations. A few examples are American Cancer Society, American Heart Association, Boy/Girl Scouts of America, Rotary Club of Naperville, Exchange Club of Naperville, Habitat for Humanity, Little Friends, and Samaritan Interfaith Counseling Center.

DHJJ holds an annual food drive during tax season for their clients to bring in food and/or monetary contributions for Loaves and Fishes. During the CPA Day of Service, employees of DHJJ volunteer at Feed My Starving Children to package food items for children in need.

During the holiday season, DHJJ holds a firm-wide adopt-a-family program. Employees and the firm contribute to the shopping requests of families, and gifts are wrapped, labeled and delivered. The gifts include essentials like hats, coats, gloves and other clothing, educational items, food and gas cards and a dream list of Santa gifts.

DHJJ also provides educational speaking engagements, and their employees are often included on panel discussions regarding leadership programs such as the Naperville Chamber Leadership Academy. DHJJ recently received the Pass the Plate recognition from the Naperville Education Foundation, awards from the Naperville Education Center, and Paul Harris Fellowship Award.

DiGiovine Hnilo Jordan + Johnson serves as a philanthropic leader as demonstrated by its commitment to service and community needs, and WSPN is pleased to honor their leadership and staff with the Corporate Philanthropic Award. ●

## Foundation Philanthropic Award

The Christopher Family Foundation (Hinsdale)



“The Christopher Family Foundation is honored to be recognized for its work in the community and to be included among such outstanding pillars of generosity in our community.”

– Doris Christopher

**T**he Christopher Family Foundation was created in 1997 by Jay W. and Doris K. Christopher and is an outgrowth of The Pampered Chef, a business they founded in their River Forest home in 1980.

The Foundation supports initiatives that strengthen Christian faith, that educate, that encourage health and family well-being and inspire creativity.

The Foundation engages in philanthropic outreach and is governed by The Christopher Family Foundation board, which includes multiple generations of the Christopher family.

Since its inception, the Foundation has granted in excess of \$18 million to nonprofits for special challenge matching grants to inspire new donors, funds for hiring development professionals, educating future philanthropists, general operating, capital, and special project support.

Some of the recipients include: DuPage Children's Museum, Teen Parent Connection, Loyola University Health System, Brookfield Zoo, Lutheran Child & Family Services, Voice of Care, Phil's Friends, Walther Lutheran High School, Robert Crown Center, CLEF Good News Fund, and Wellness House.

In addition to serving as board chair of The Pampered Chef, Doris Christopher is a former director of the Feeding America board, illustrating her commitment to hunger relief. The Pampered Chef's on-going Round-up From the Heart campaign benefits Feeding America's 200 food banks nationwide. They have provided \$24 million to Feeding America, which has provided 216 million meals since 1991.

The Foundation has been an involved partner with Northern Illinois Food Bank, which has received cash donations of \$200,000 from the Foundation for its Milk 2 My Plate program and capital campaign. The Pampered Chef has also donated more than \$1.5 million worth of cookware and cooking tools to the Food Bank that were distributed to soup kitchens and food pantries throughout northern Illinois as well as over \$250,000 in cash gifts.

In addition, the annual Help Whip Cancer campaign benefits the American Cancer Society's breast cancer education and early detection programs. The Pampered Chef has donated \$11 million to the American Cancer Society since 2000.

Doris Christopher's name is associated with The Pampered Chef's quality cooking tools, but those closest to her know her generosity will provide a lasting impact on feeding and strengthening families across America as well as in the western suburbs, where The Christopher Family Foundation's story began.

For their generous support of local nonprofits, WSPN honors The Christopher Family Foundation with the Foundation Philanthropic Award. ●



## Grantmaker of the Year

Rebecca McFarland and Krystal Kleinschmidt  
FORWARD (Wheaton)



“We are thrilled to accept the award for grantmaker of the year. It is so rewarding to work with grantees who are truly motivated to make DuPage County a healthier place.”

– Rebecca McFarland

**R**ebbecca McFarland’s and Krystal Kleinschmidt’s enthusiasm, creativity and energy are infectious, and their work on behalf of childhood obesity is commendable. Obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.

FORWARD (Fighting Obesity Reaching healthy Weight Among Residents of DuPage) is a coalition of partners dedicated to reversing the obesity trend in DuPage County by educating children and families about the importance of eating healthy and being physically active.

The FORWARD grant program, implemented in 2012 and coordinated by Kleinschmidt and McFarland, has awarded more than \$241,000 in grants, which helped install vegetable gardens at schools and public playgrounds, purchase refrigerators and freezers for local food pantries and develop specialized exercise programming for children living with disabilities.

Beyond the grant program, they connect coalition members with national and local experts in the area of physical activity/education, active transportation and nutrition. Through their leadership, FORWARD members attend meetings and educational events and collaborate on community wellness initiatives.

Along with their director, Kleinschmidt and McFarland lead nutrition and active transportation task forces with the coalition’s over 600 healthcare professionals and community leaders, who are better known as the FORWARD Active Network (FAN).

Kleinschmidt and McFarland have collected three years of body mass index data throughout DuPage public schools, exhibited 85 interactive health education displays, adopted and use 5-4-3-2-1 GO! message with more than 7,680 students, and helped municipal leadership teams actively build healthier communities by adopting strategic health-based policies.

The website, [www.dupagehealth.org/forward](http://www.dupagehealth.org/forward), offers lesson plans, handouts and referrals for implementing 5-4-3-2-1 GO! message and provides information about services for youth ages two to 19 years old.

In 2014, FORWARD received funding from Cadence Health, now part of Northwestern Medicine, to work with five childcare centers in the Central DuPage Hospital service area. The centers complete five staff trainings and three self-assessments in the areas of screen time, nutrition and physical activity. Each center will create an action plan and is eligible to apply for seed funding of up to \$2,000 to implement proposed changes.

In an effort to commend Kleinschmidt and McFarland for their passion and commitment in improving the current and future health of the community, WSPN is pleased to recognize them with the Grantmaker of the Year award. ●

## Service Club Philanthropic Award

Exchange Club of Naperville (Naperville)



“It’s a privilege working alongside the members of the Exchange Club of Naperville as we help make our communities better places to live through our service programs. It’s an honor serving as president and accepting the WSPN award on behalf of the Club.” – Bob Black, president

**T**he Exchange Club of Naperville, America’s Service Club, is a service club whose members work together to make our communities better places to live through programs in Americanism, community service, youth activities, and its national program—the prevention of child abuse.

Chartered in 1987, the Exchange Club’s 140-plus members are dedicated to the elimination of child abuse and domestic violence. Through Ribfest, the Exchange Club has donated more than \$14 million to local charities. This past year, the Exchange Club hosted fundraising events that allocated \$375,000 in proceeds to nearly 50 nonprofits.

In 1992, the Exchange Club established Project HELP, a nonprofit accredited by the National Exchange Club as a child abuse prevention center. Through home-based parent mentoring, education workshops and community partnerships, their mission is to empower parents and strengthen families within Naperville school districts 203 and 204 to create a nurturing environment, thereby enhancing the opportunity for children to reach their full potential.

In addition to the generous donations, the club provides multiple hours of community service and care for those in need in the Naperville area. Some of their service projects include involvement with homelessness; meal and service programs for families, children and seniors; and fire and police department programs.

The club also plans and hosts patriotic and Americanism projects promoting pride in country, respect for the flag, appreciation of our freedoms, preserving historic documents displayed in schools and public places; recognizing firefighters and police officers with Officer of the Year awards; and 9/11 ceremonies.

The Exchange Club sponsors an impressive selection of activities that benefit and encourage our nation’s youth. Many of these richly rewarding programs are among the most popular and well-supported of all Exchange Club endeavors. Programs include Jr. Exchange/Excel Club, A.C.E. and YOUTH Awards, and Young Citizenship Awards. They also coordinate scholarship opportunities for high school students and support Cub Scout Pack 988.

Through the embodiment of service to those in need and philanthropic support of local nonprofits, WSPN is pleased to present the Service Club Philanthropic Award to the Exchange Club of Naperville. ●

# Blasts from the Past

## Program Highlights

### Ten Tips to Creating a Great Brand



**O**n March 19, **Sharon Schreiber**, founder of BrandWeavers for Health, presented at Northern Illinois Food Bank in Geneva.

A brand is your mission, vision and passion; it's the promise you make and the reputation behind which you stand. Your brand is your heartbeat reflecting your core values.

Tips to developing and communicating your brand:

1. Understand your stakeholders. What is their perception of your organization? Who do they say you are at your core?
2. Understand yourself. What is your brand essence, your heartbeat? What is the spark, inspiration or innovation that gave birth to your organization in the first place?
3. Analyze your research. Does your brand essence and what you say align with the perception of your stakeholders?
4. Create your brand position and brand promise. What is your unique position that you want to clearly communicate, and what is your promise to your stakeholders?
5. Develop your brand voice. This is the way you want to look, speak, act, write, and visually communicate your brand. Think of the words that describe your organization's personality.
6. Develop your brand attributes. These are your attributes and credentials that verify that the brand promise you are standing upon reflects authenticity about your organization.
7. Develop key messages. Once you understand the perception of your stakeholders, you can begin to shape that perception to align with your brand essence. For each stakeholder, ask yourself what do you want them to think, know and feel.
8. Develop an integrated branding process. Once the brand platform is solidified, cohesively integrate your brand strategy throughout your entire organization. Think about strategic and creative ways to communicate and what channels to use to reach each target group. These might include: public relations, events, individual relationship building tactics, relationship marketing, website redesign, website microsite, social media, digital marketing, and other media channels both traditional and online.
9. Live the brand. It's critical that your board, staff and volunteers clearly understand your brand. Provide brand training and equip your best brand ambassadors with an elevator pitch and talking points.
10. Once your brand platform is developed or refreshed, it becomes a road map to your success.

For a complimentary 30-minute branding session, contact Sharon Schreiber at [Sharon@brandweaversrx.com](mailto:Sharon@brandweaversrx.com) or (630) 945-1787.

### Ask the Lawyer



**L**isa Stegink, attorney and founding member of Chicago Law Partners, LLC, presented at the IIT Rice Campus in Wheaton on April 16. She discussed corporate governance and board fiduciary duties; copyright and trademarks; contracts; raffles, drawings and giveaways; and more.

Stegink's top advice includes:

Review your activities. They should be consistent with your exempt purposes and properly classify income and expense.

Understand the differences between taxable advertising income and non-taxable sponsorship income. Revenue that might be categorized as unrelated business income and subject to tax, often can be transformed into tax free royalty income. Provide any "return benefits or services" for sponsorships or the income might become taxable. If the sponsor requires a return benefit, set that up under a separate agreement with a separate income stream.

Review your bylaws. Do they comply with your articles of incorporation and the state act under which the organization was incorporated? Review policies and procedures to confirm they match the bylaws and that your activities match your documents. Be sure the organization has proper policies and procedures, especially those that address corporate governance and liability issues (e.g., conflict of interest, whistleblower protection, record retention, employment).

Review the use of your name, logo and content. Be sure that trademarks are properly registered and used consistently. Review or establish policies on the use of your name and logo, and supervise (and enforce) their usage. If volunteers or contractors are creating copyrightable content that the organization wants to own or thinks it owns, make sure you have the appropriate written transfers in place to ensure the organization owns its content.

Adopt and implement records retention (i.e., records destruction). Assure that only those records that are supposed to be retained under the policy are being retained. Records are not only paper files, but also all electronically stored information and records created and maintained by board members and volunteers. The first step is to create good records. Only include in minutes that which must be included: what was done, not what was said. Be extremely careful with email communications, which often are not as thoughtfully prepared as other more formal communications.

Final thoughts. Reflect on where your organization has been and where it wants to go. Does it have the right people on its board and in its leadership? What can you do to improve the board? Does the organization have the right people on staff? Review existing relationships (with other organizations, vendors, etc.). Review existing policies in light of its current activities. What improvements can make it a better place to work and improve its ability to carry out its mission?

For more information and a copy of CLP's Legal Self-Audit, contact Stegink at [lstegink@clpchicago.com](mailto:lstegink@clpchicago.com) or (312) 929-1966. ●



## Nonprofit Volunteer of the Year

Jack Whelton (Wheaton)



**“I’m honored to receive the WSPN award as a result of my work as a NAMI recovery support group facilitator. As someone diagnosed with mental illness, serving in this capacity has strengthened my professional abilities, and it’s been invaluable to see the power of peers sharing their lived experiences in order to begin or expand their recovery.”**

Since 2007, **Jack Whelton** has been a support group facilitator for the National Alliance on Mental Illness, the nation’s largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness, and he currently facilitates a weekly support group at Central DuPage Hospital.

Whelton understands firsthand how anxiety, depression, bipolar disorder and schizophrenia can upend lives. The diagnoses are varied, but these people have one thing in common: they are all looking for a place to rest their burdens long enough to receive some support and recharge for the path ahead.

Every Wednesday, Whelton is a friend, confidant and mentor to those who attend his support group. He laughs and cries with them and compassionately listens to their deepest fears, highest aspirations, everyday struggles and triumphs—nothing is taboo. It is an onerous task, but for Whelton it is doubly poignant as he himself suffers from mental illness.

Whelton’s journey with mental illness began when he was diagnosed with depression and bipolar disorder at age 19. Unfortunately, he didn’t receive the help he needed until he was close to 35 years old. The years in between were a constant challenge to find employment and lead a well-adjusted life as a contributing member of society, something most take for granted.

His first steps to recovery were through NAMI DuPage, and he is now paying it forward by spreading the message that mental illness is a biological disorder for which the individual is not at fault. Hearing this simple message is life altering and gives individuals hope that things do get better. Seeing someone like Whelton embody that message every week empowers the participants to take back control of their lives.

Even while he was struggling, Jack made the support group a priority. Whelton says showing up for the support group during difficult times gave him a much-needed perspective that others are also in the same situations fighting the same battles. Whelton finds it rewarding when group members succeed and become veterans who share their insights and the awareness they’ve gained through their journey with mental illness.

Having been hospitalized before, participants in the support groups look for a structured environment that can help them in their recovery. Whelton ensures a non-judgmental, safe setting where participants are welcomed and encouraged to share their stories.

In addition, he also facilitates an eight-week WRAP course, which is a unique class that helps individuals with mental illness establish a customized recovery plan. As a trained NAMI speaker, Whelton also shares the story of his struggle and eventual recovery with high school students, medical students, health care professionals and first responders.

For giving not only time and resources as a volunteer but also for fostering life-changing work through sharing intimate details of his life in the hopes that others may find hope, WSPN is pleased to honor Whelton as Nonprofit Volunteer of the Year. ●

## Editor’s Note

Dear VIEWPOINT readers:

On behalf of the WSPN board, it’s a privilege to congratulate this year’s slate of outstanding and deeply deserving honorees.

They all graciously contribute to our community in their own unique ways and serve as role models for what it means to be philanthropic with their resources, talents and time.

**“Everyone can be great, because everyone can serve.”**

– Martin Luther King, Jr.

We look forward to seeing you on Tuesday, May 19 as we celebrate these distinguished honorees.

Sincerely,

Jill McWilliams

Thank you VIEWPOINT proofreaders Sarah Kimes, Sarah Lichtenwalter, Evan Munch, Faith Powell and Sarah Swiston.

## Become a WSPN member:

Check out [www.wspnonline.org](http://www.wspnonline.org) to learn more about WSPN benefits including our monthly educational events, job opportunities and scholarship information.



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Join online or by downloading a membership application.

Non-transferable dues are \$40 per year.

## Philanthropists of the Year *(Goodwin continued from page 1)*

Companies, Inc. has a proven record of pursuing excellence in business, and they are both committed to serving with integrity, leadership, dedication and generosity. Dan Cronin, DuPage County Board Chairman, commented, "DuPage County is a better place, no doubt, because of Dan Goodwin."

As a respected business leader, Goodwin encourages Inland's more than 1,600 employees to be actively involved in local nonprofits. The Goodwins demonstrate their leadership through support of higher education; programs helping the needy, people with developmental disabilities and those affected by cancer; food banks; Boy/Girl Scouts of America; women's rights and affordable housing programs.

In 2014, DuPage County Historical Museum presented Dan Goodwin with its first Making a Historical Difference Award, which recognizes citizens who have provided leadership, business growth, economic impact, philanthropy and voluntary civic services, all of which have made a lasting, positive impact on the quality of life for DuPage residents. A video recognizing Goodwin's contributions can be viewed at [www.dupagemuseum.org](http://www.dupagemuseum.org).

Goodwin taught for five years in the Chicago Public Schools, an experience that he says left an indelible mark on him. He has always been involved with education, and in the mid-1990s, former Governor Jim Edgar appointed him to the Board of Governors of Illinois State Colleges and Universities. Goodwin has remained active in higher education, serving in board leadership positions as chairman of Northeastern Illinois University and vice chairman of Benedictine University and Springfield College.

He is also a trusted supporter and advisor at Elmhurst College and was a founding sponsor of the College's Governmental Forum. According to Dr. S. Alan Ray, president of Elmhurst College, "Dan embodies the most ancient notion of citizenship, the Athenian notion of a citizen as someone who builds their community, first and foremost, who looks after the well-being of their community and makes it better."

Goodwin was introduced to natural preservation through the Boy Scouts and became a lifelong conservationist. Driven by his passion for the environment, he is a steward of open spaces. In recent years, the Goodwins helped purchase and preserve hundreds of acres of open space and have been recognized for their work with The Conservation Foundation.

Affordable housing is a crucial concern for the Goodwins. Goodwin served for ten years on the board of the Illinois Housing Development Authority Trust Fund, was an advisor for the Office of Housing Coordination Services of the State of Illinois and is a founding member of the Illinois State Affordable Housing Conference.

County Board Chairman Jack Knuepfer asked him to chair the first Affordable Housing Task Force for DuPage County. Goodwin authored a milestone study on affordable housing in DuPage County which serves as a nationwide model.

In 1994, Goodwin founded New Directions Housing Corporation, a non-profit developer of affordable housing for low-income residents. The first development was Fox Pointe Apartments in Aurora, which includes 283 multi-family units. There are now more than 500 affordable multi-family apartments throughout Illinois valued at nearly \$80 million.

In recognition of four decades of extraordinary service and philanthropic giving—using their time, talents and resources to improve lives—WSPN is pleased to honor Daniel and Carol Goodwin as Philanthropists of the Year. ●

## Philanthropic Leadership Award *(Davy continued from page 1)*

gether teachers, law enforcement officers and marketing experts to spread the word.

She has been working with the Rotary Club to fund a diabetes pilot program to increase the availability of healthy food to those in need. All funds raised during two Rotarian paddle raise events and the 2013 Rotarian president installation event benefited Northern Illinois Food Bank.

Davy has an unwavering commitment to end hunger through sponsorships, volunteer engagement and leadership. She has been involved with the Food Bank since 2011 serving as a dynamic and dedicated leader. She has generated a number of monetary gifts for the Food Bank, and she became a board member in 2014.

Since 2010, the Rotary Club of Elmhurst has donated more than \$50,000 to the Food Bank. Davy also provides in-kind donations, offers financial advice and has introduced the Food Bank to many of her constituents. In addition, she has been a longtime supporter of one of the Food Bank's agencies, Yorkfield Food Pantry, for which she wrote a successful grant for a new building project.

Davy has been involved with Elmhurst District 205 Board of Education for about 12 years. She was president for two years, worked with four superintendents and assisted in the hiring of three of them. Her parents, who were schoolteachers, were pleased when she was chosen to serve on a Governor's task force to rewrite school code.

When Davy learned about the Naperville chapter of 100+ Women Who Care—100 women who give \$100 per year with pooled

funds donated to local nonprofits—she decided Elmhurst needed a chapter. In 2013 with five friends, she launched the Elmhurst 100+ Women Who Care, which currently has 163 members. Their first donation was \$12,000 to Northern Illinois Food Bank's BackPack Program. She also helped launch two more Women Who Care groups and educates and mentors women about getting involved.

Elmhurst Presbyterian Church is also an integral part of Davy's life. She tirelessly works to develop their PADS program, which provides food and shelter to the homeless every Saturday evening.

Because of Marta Davy's caring and giving spirit and her commitment and dedication to helping others get involved in local causes and philanthropy, WSPN honors her with the Philanthropic Leadership Award. ●



## WSPN Distinguished Service Award

Chrissie Howorth (Brookfield)



commitments seriously and follows through on projects. She understands nonprofit management and emphasizes the people aspect of a business, which can oftentimes be overlooked by leadership.

Howorth is caring and compassionate and treats others with respect and dignity. One example was when Lora Vitek, president at the time, went on maternity leave, and Howorth supportively stepped up during that transition making sure WSPN ran smoothly and the membership was well served.

Howorth says her involvement in WSPN has benefited her professional life, and she has gained a strong foundation in fundraising as a result of her attendance at programs and through the goodwill and generosity of other seasoned fundraisers who have served as mentors, guided her, and shared resources and wisdom.

Before joining WSPN, her fundraising experience was limited to volunteering and participating in fundraising events. Now, twelve years later—through hard work, dedication and the openness to grow—she holds a CFRE and continues to learn through service and participation in WSPN.

She joined VNA Health Care in 2012 and currently serves as vice president of philanthropy and business relations. In addition, Howorth was selected as a 2014 honoree for the Daily Herald Business Ledger's 17th Annual Influential Women in Business Awards, which are presented to outstanding women executives who excel in business, civic and personal arenas.

Chrissie Howorth has been instrumental in WSPN's continued success, she is an innovative strategist and a thoughtful and intuitive team player to the many who have sought her guidance and expertise, and WSPN proudly honors her with the Distinguished Service Award. ●

**“I am very honored to receive this award from WSPN. I have learned so much from my involvement with this organization and it has truly been a privilege to support our mission and work with such dedicated professionals who are building a culture of philanthropy in service to this community.”**

Since joining WSPN in 2003, **Chrissie Howorth** has served in several capacities; as a result, she has a well-rounded understanding of how WSPN functions. In 2006, she joined the board as the program co-chair, and then moved into the roles of vice president, president and currently serves as immediate past president.

As president, she spearheaded the implementation of a strategic plan, which supports WSPN's mission and clarifies its goals, tactics and strategies. She is committed to putting the mission of WSPN into action and assisting fundraisers in doing their best to make a difference in their nonprofits.

As immediate past president, Howorth remains an invaluable team player, who foresees needs, proactively implements solutions and proactively solves issues. She takes her

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## Save These Dates . . .

### West Suburban Philanthropic Network Programs

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

WSPN programs are free to WSPN members and \$20 for non-members.

Programs are usually held on the third Thursday of each month.

Registration and refreshments begin at 8 a.m. and the program begins at 8:30 a.m., unless otherwise noted.

For more information or to register, visit [www.wspnonline.org](http://www.wspnonline.org).

## 13th Annual Philanthropy Awards Luncheon

**Tuesday, May 19**

LOCATION: Bobak's Signature Events, 6440 Double Eagle Drive, Woodridge, IL 60517  
Networking begins at 11 a.m., luncheon follows. Register online today—\$50 per person or \$500 for a table of 10, which includes a business card ad in the program.



**Thursday, June 18**

**Topic:** Funders Panel  
**Moderator:** David M. McGowan, CFRE, president, DuPage Foundation  
**Panelists:** Lisa A. Jarmoszka, vice president of community affairs, BMO Harris Bank  
Anna C. Laubach, director of special initiatives, Robert R. McCormick Foundation  
Peri Todd, director, DuPage Medical Group Charitable Fund  
**Location:** Marianjoy Rehabilitation Hospital *Conference and Education Center*,  
26W171 Roosevelt Road, Wheaton, IL 60187

**No programs in July and August.**

**Save the Date . . . more information to be announced.**

**Thursday, Sept. 17**

**Topic:** Outcomes in Human Terms

VIEWPOINT printed by Elk Grove Graphics  
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