

# VIEWPOINT

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## WSPN mission:

To offer support to  
development professionals  
and advance philanthropy.

## A Celebration of Philanthropy: WSPN's 11th Annual Awards

By Jill McWilliams, VIEWPOINT editor

The West Suburban Philanthropic Network's board is proud to present the recipients who will be honored at our 11th Annual Awards Luncheon on Wednesday, May 22 at Meson Sabika in Naperville. This year's honorees represent all of the generous philanthropic leaders who set the example of giving to and engaging community support for nonprofit organizations.

### Philanthropists of the Year

John P. Calamos, Sr. and Mae Calamos (Naperville)



**"We are humbled to be recognized with the Philanthropist of the Year award. Nothing is of greater value to us than our family and the community we share. It has been our privilege to be able to contribute to the community to encourage education, the preservation of heritage, social services and the United States Military."**

— John P. Calamos, Sr.

John P. Calamos, Sr. and his wife, Mae, are committed to the betterment of the Chicago metropolitan area through generous contributions of time and resources as well as

*(continued on page 5)*

### Philanthropic Leadership Award

Ed Momkus and Betsy Goltermann (Elmhurst)

**"We are honored to be chosen for the Philanthropic Leadership Award. However, our efforts are just a small part of the work done by thousands of volunteers who see a need and take action. The collective work of all of those volunteers makes a huge difference here in Chicago's western suburbs. Thanks to all of those volunteers, and thanks to WSPN."**

— Ed Momkus



For Ed Momkus and Betsy Goltermann, who have been married since 1982 and who have three daughters, philanthropy is more than just about giving financially, it's also

*(continued on page 6)*

**WSPN mission:**

To offer support to development professionals and advance philanthropy.

**WSPN core services:**

education, networking, and advocacy

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**We invite your membership:**

Dues to join WSPN are \$40 per year. Register online or make checks payable to West Suburban Philanthropic Network and mail to:

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## President's Message

**H**appy spring! It seems fitting as we make this inevitable seasonal transition that my thoughts have turned to the subject of organizational change management and how we can learn and grow as a result of embracing the challenges and opportunities that come with change.

As we embark upon our 11th year of honoring our WSPN award recipients, we celebrate the many ways in which their valuable contributions have changed lives, organizations, and the culture of philanthropy within the communities we serve. In doing so, we might also consider what we are doing to nurture the next generation of leaders and philanthropists that will allow us to continue this wonderful tradition into the future.

Thoughts of succession planning and change management were prompted not only by my own recent career move, but also by a conversation we had at the end of a recent WSPN board meeting.

Several of our board members were reflecting upon the fact that many of our member organizations have either recently faced or are anticipating changes within their leadership teams as a result of retirement. I suspect that this theme of change and the impact it has upon both the people leaving and those remaining has been a consideration for many of us.

What a great gift these people have given their organizations, not only in the day-to-day work they have done, but also in their succession planning and strategic planning that ensures the future stability of their organizations.

With all of these factors in mind, I am excited that our board is working towards offering some new ways to bring networking and mentoring opportunities to our membership in a less formal and more dynamic manner. We will keep you posted on this, but in the meantime, if you or your organizations are working through



the process of change management, then I hope you will consider reaching out to some of the organizations who have recently gone through this metamorphosis and also to our membership who have successfully traversed this path that lies ahead of you.

Cultural anthropologist Margaret Mead said:

**“Never doubt that a small group of thoughtful, committed people can change the world. Indeed it's the only thing that ever has.”**

This year's award winners show us once again how true this is, and we extend a special thank you for the knowledge and resources they share and the positive changes they make through their commitment to our organizational goals and missions.

Sincerely,

Chrissie Howorth

# Philanthropy Center News

## Succession Planning

By Christine Kickels, Librarian  
The Philanthropy Center, College of DuPage

Is your organization prepared to handle one of the most significant events that can occur in a nonprofit organization—the departure of the executive director?

Even with the opportunity for positive change, moving from one executive director to another is a stressful event regardless of the circumstances. The process begins before they leave and continues even after they have left.

In spite of the impact on the organization, many report having no succession plan in place. Succession planning is best done before a crisis so consider some of these library resources soon.



- **Losing Your Executive Director Without Losing Your Way** by Carol Weisman and Richard Goldbaum. Covers transition planning including the use of interim directors and executive search firms.
- **Chief Executive Succession Planning: The Board's Role in Securing Your Organization's Future** by Nancy Axelrod. Published by BoardSource, this guide explains the process of executive transition with emphasis on the importance of succession planning happening at the time of hire.
- **Managing Executive Transitions: A Guide for Nonprofits** by Tim Wolfred. A step-by-step model for managing leadership turnovers.
- **Succession Planning for Nonprofit Organizations**, [foundationcenter.org/getstarted/topical/succession.html](http://foundationcenter.org/getstarted/topical/succession.html). Online source of resources for creating a succession plan.
- **National Council on Nonprofits**, [www.councilofnonprofits.org](http://www.councilofnonprofits.org). Online source that offers information about succession planning.

Although the College of DuPage Library is currently undergoing renovation, the collection is available. Our next FREE orientation to the books and databases in the philanthropy collection is from 9:30 to 11 a.m. Thursday, July 25.

All are welcome and anyone who works or lives in our district is eligible for a College of DuPage library card. If I can help you become more familiar with our nonprofit resources, please contact me at (630) 942-2313 or [kickels@cod.edu](mailto:kickels@cod.edu).



### You're invited to Donors Forum's 39th Annual Luncheon!

Featuring Cheryl Dorsey, President of Echoing Green, a pioneer in the social entrepreneurship movement.

**Open to all**, regardless of membership in Donors Forum!

Fri., 6/21 in downtown Chicago.

**Read more and register online:**  
[donorsforum.org/AL2013](http://donorsforum.org/AL2013)

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## Editor's Note

Dear VIEWPOINT readers:

The WSPN board is pleased to present this impressive slate of honorees and to recognize them at our 11th Annual Awards Luncheon on Wednesday, May 22 at Meson Sabika in Naperville.

These honorees exhibit exemplary leadership and unwavering dedication in advancing philanthropy and the mission of the organizations they serve.

This quote characterizes the actions of our honorees:

**"A pessimist, they say, sees a glass of water as being half empty; an optimist sees the same glass as half full. But a giving person sees a glass of water and starts looking for someone who might be thirsty."**

— G. Donald Gale

Please take a moment to read about our award recipients, and join us at the luncheon to recognize and congratulate WSPN's 2013 honorees on their outstanding contributions.

Sincerely,

Jill McWilliams, editor

West Suburban Philanthropic Network

## Humanitarian of the Year

Jim Elliott, president and founder, Diveheart (Downers Grove)



**"In a community with so many selfless, generous, giving and inspirational people, I am honored and humbled to have been selected as Humanitarian of the Year. I am so blessed to be recognized; for truly having the best and most fulfilling job in the world—helping instill the can-do spirit in individuals with disabilities."**

— Jim Elliott

Jim Elliott, president and founder of Diveheart, left a successful career in media to follow his dream of providing scuba diving experiences to individuals with disabilities and to wounded veterans around the world. Through Diveheart, he spreads the message about a sport that he loves and believes provides boundless possibilities.

Founded in 2001, the nonprofit's mission is to build confidence and independence in children, adults, and veterans with disabilities using scuba diving as a tool. The purpose of Diveheart, [www.diveheart.org](http://www.diveheart.org), is to provide and support educational scuba diving and snorkeling experience programs available to children, adults and veterans with disabilities with the hope of providing both physical and psychological therapeutic value.

Divers with disabilities find they can move body parts they've never been able to move before. Range of motion and circulation immediately improve. "The pressure aspect of diving is thought to have benefits to kids with autism," Elliott said. "People with obesity find that underwater, they are weightless and can be active."

Participants overcome barriers that before might have seemed insurmountable.

In the western suburbs, Diveheart works with South East Association for Special Parks and Recreation (SEASPAR), Northeast DuPage Special Recreation Association (NEDSRA), special education students at Neuqua Valley High School, and veterans with disabilities at Edward Hines, Jr. VA Hospital. Diveheart also works with patients at Rehabilitation Institute of Chicago, Illinois Center for Rehabilitation and Education, Shriners Hospitals for Children as well as hospitals and rehabilitation facilities worldwide.

Diveheart has an ever-expanding network of certified instructors, called Divemasters, who train other divers, called buddies, and together they have introduced scuba diving to individuals with disabilities all over the world: Mexico, Central America, China, Australia and the Caribbean. In 2012, Diveheart launched its first international chapter, Diveheart UK.

Diveheart's vision, which is always evolving, now includes promoting dive-related careers—such as marine sciences, underwater archeology and many other related areas of study—to individuals with disabilities. "The result will be the chance to earn money doing something they love and simultaneously helping the environment," Elliott said.

"Imagine someone in a wheelchair having the chance to ponder the possibility of a career in the underwater, gravity-free environment of scuba. It's so powerful that people who have disabilities can see the chance that they have to help make the world a better place. We're going to change the world. There's no doubt in my mind," he said. Elliott is also co-author of "Sharing Air: A Diveheart Story." Fifty percent of all proceeds will benefit Diveheart.

As evident from his dedication and passion for serving those with disabilities and providing experiences that build confidence and self-esteem, WSPN is honored to award Jim Elliot as Humanitarian of the Year. ●

# Thank you to our 2013 Annual Awards Luncheon Sponsors

With appreciation, we recognize our 2013 11th Annual Awards Luncheon sponsors\*:

**The DuPage Community Foundation**

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

through the philosophy of corporate responsibility at Calamos Investments.

John Calamos is founder, CEO and Global Co-Chief Investment Officer of Calamos Investments. Founded in 1977, he led the firm to its international presence and client base, managing more than \$30 billion in assets. Headquartered in Naperville, the firm also has offices in London and New York. Mae Calamos is senior vice president of Calamos Real Estate.

The Calamoses believe that a college education should teach students more than what to think, it should teach them how to think; stressing the value he places in using philosophical reasoning to resolve challenges in business and in the management of clients' investments.

As a result, John Calamos served as a trustee at Benedictine University in Lisle, and is currently a trustee at IIT. In 2012, The John P. Calamos Foundation contributed \$10 million to endow two IIT chairs—one for a professor of philosophy in the College of Science and Letters, and one for the dean of Stuart School of Business.

The National Hellenic Museum in Chicago, which opened in 2012, is a non-profit dedicated to preserving and sharing the Greek legacy and culture from ancient times to the Modern Greek American experience. In addition to serving as board chair, Calamos is benefactor of the John P. Calamos, Sr. Great Hall, which is used for exhibitions and events at the stunning facility in Chicago's Greek Town.

In tribute to his service as a combat pilot during the Vietnam War, Calamos is a proud supporter of several charities that benefit the military. Recently, a group of World War II veterans' Honor Flight event was hosted at the Calamos hangar at DuPage Airport, and financial support/event sponsorship was provided to the Reserve Officers Association in Washington, D.C.

In 2012, Calamos Investments made 48 charitable contributions totaling \$226,000. Some of the recipients include DuPage Children's Museum, Edward Foundation, Arranmore Center for the Arts, Project H.E.L.P. and Boy Scouts of America.

Calamos Investments also supports

Choose DuPage, Naperville Area Chamber of Commerce and hosts several events on its CityGate Centre campus such as the Naperville Wine Festival benefiting Naperville Humane Society, 360 Youth Services Spring Ahead Run, and Angelman Syndrome Foundation National Walk.

Developed in 2012, the Calamos Cares program provides Calamos Investments employees volunteer opportunities at organizations such as March of Dimes March for Babies, food and clothing drives, Toys for Tots, and Northern Illinois Food Bank.

Because of the time and resources provided by John and Mae Calamos and through Calamos Investments support to enhance educational, cultural and military organizations, WSPN is pleased to honor them as Philanthropists of the Year. ●

## Philanthropic Leadership Award

(Momkus and Goltermann continued from page 1)

about serving with in-depth involvement.

Momkus and Goltermann have provided support and expertise to Elmhurst College (EC) since the mid-1980s. Momkus is a 1974 graduate of EC, where they have financially supported Mock Trial Team, Friends of the Arts, An Evening for Scholarships dinner, Ed Momkus and Betsy Goltermann Light of Knowledge Scholarships, EC Annual Fund, capital campaigns, faculty salary offset, Summer Extravaganza, Walk for Hope, a Development Office alumni intern, Bauer Endowed Scholarship, board of trustee retreat, and Frick Endowed Book Fund.

Through Momkus's Lisle-based law firm, Momkus McCluskey, LLC, support has been given to Dick Smith Light of Knowledge Scholarship and the scholarship dinner. They have also donated to Elmhurst Art Museum, Elmhurst Memorial Hospital, The DuPage Community Foundation, Family Shelter Service, University of Chicago, St. Peter's Church, and Northwestern University.

They are among the founding members of Elmhurst: College & Community (founded in 1992) and remain active members. They have been on the EC Scholarship Dinner Committee since 2010 and were committee co-chairs in 2011 and 2012—raising about \$210,000 and \$240,000, respectively.

Since 2008, they have served as co-chairs of the President's Society Committee, EC's leadership annual giving program, which brings in and recognizes donors at the \$1,000 level and above. They have made thank-you calls on behalf of the EC phonation and have attended and volunteered at Homecoming since 1984.

Momkus has served as an EC trustee since 2002 and has been an active member on several committee appointments, and is currently serving as vice-chair of the board since July 2012. Since 1988, he has been involved with EC's Mock Trial Team and is currently one of the team's coaches. He has helped raise over \$10,000 in funding for the Mock Trial Team to enable the team to travel to tournaments. Momkus received EC's Alumni Merit Award in 2006.

In and around the community, Momkus serves as a trustee of Elmhurst Memorial Hospital Foundation, and has served as chair of the Planned Giving Committee and the Hospital's capital campaign for its new hospital campus. He was chair of the Business Advocacy Committee for the Oak Brook Association of Commerce and Industry. He has been involved with the Elmhurst Art Museum associate board.

Goltermann, chief financial officer of KI Industries, Inc., has served on the Elmhurst Art Museum board, the Citizen's Committee for the new Elmhurst Public Library, and serves on the board of Family Shelter Service.

Because of their selfless support of many nonprofits and for their exemplary philanthropic leadership in advancing nonprofits, WSPN is pleased to present them with the Philanthropic Leadership Award. ●

## Nonprofit Executive of the Year

Linnea Windel, president and CEO,  
VNA Health Care (Aurora)



**"Laura Ingalls Wilder once remarked, 'If enough people think of a thing and work hard enough at it, I guess it's pretty near bound to happen, wind and weather permitting.' I am honored to accept the Nonprofit Executive of the Year award on behalf of VNA Health Care and the thousands of VNA employees, over these past 95 years, who dedicated themselves to our organization's purpose—to provide health care for all—and have worked tirelessly to bring that purpose to life, each and every day, serving the most vulnerable and frail in the communities in which we live."**

— Linnea Windel

Twenty-five years ago, Linnea Windel, RN, MSN started working in the Intake Department of VNA Health Care, and three positions later, Windel is leading the organization that has grown into a \$28 million nonprofit. Today, VNA Health Care has a staff of over 380 including about 200 physicians, nurse practitioners, nurses, rehabilitation therapists, registered dietitians, medical social workers and support personnel.

VNA Health Care has been at the

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forefront of health services providing exceptional nurse-centered care in the Fox Valley area since 1918. VNA Health Care provides services from prenatal care and well-baby checks to general medicine, dentistry, immunizations and free health screenings to home-health care, house calls and hospice right through to finding specialists and coordinating medical care.

VNA Health Care's mission states its dedication to providing compassionate, dependable and comprehensive primary care and community health services. VNA Health Care is based on the concept that each individual has the right to quality health care and is to be treated with dignity. VNA extends quality care regardless of one's ability to pay for service in accordance with established VNA Health Care charitable care policies.

Through Windel's inspiring vision and entrepreneurial leadership, the VNA Health Care team believes, understands and ensures that quality and compassionate care is provided through the more than 195,000 patient visits a year through Home Health, Hospice, Community Wellness, VNA Health Centers and the VNA Pharmacy.

VNA Health Care had unprecedented growth in 2012. With the ever increasing number of patients in desperate need of care, VNA Health Care opened new Federally Qualified Health Centers in Elgin, Bensenville, Carol Stream and Bolingbrook.

The Joint Commission has acknowledged VNA Health Care's commitment to clinical expertise, innovation, management, fiscal responsibility and rigorous attention to quality control and has given VNA Health Care national accreditation in recognition of their position as an outstanding service provider.

As demonstrated by her leadership and service, WSPN is proud to recognize Linnea Windel as Nonprofit Executive of the Year. ●

## Corporate Philanthropic Award

Ecolab (Elk Grove Village)



**"We are pleased to be chosen to receive WSPN's Corporate Philanthropic Award. Ecolab employees are quick to respond to a community need, providing resources and support when needed. Our employees collect and pack food at the local food bank, participate in Habitat for Humanity builds and donate blood to the American Red Cross. Giving back to the communities where we live and work is something we do at Ecolab, and I am very proud to work at the Ecolab Elk Grove Village facility."**

– Gloria Chaves, Sr. Human Resources Representative, Ecolab

**E**colab is a trusted partner at more than one million customer locations and is the global leader in water, hygiene and energy technologies and services that protect people and vital resources.

With 2012 sales of \$12 billion and 41,000 associates, Ecolab delivers comprehensive solutions and on-site service to ensure safe food, maintain clean environments, optimize water and energy use, and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world.

For 90 years, Ecolab leaders have worked behind the scenes with their customers to keep food safe, prevent the spread of infection and protect vital resources.

With more than 5,300 patents, 41,000 employees, 23,000 field experts, 1,300 scientists and operations in 171

countries, Ecolab is everywhere it matters.

Equal to the company's commitment to its customers is the commitment to making a difference in the communities where their employees live and work.

"Corporate support of nonprofit organizations and education is vital to maintaining healthy communities," said Douglas M. Baker, Jr., Ecolab chairman and chief executive officer.

"Ecolab consistently supports educational initiatives to facilitate today's students becoming tomorrow's leaders, and assists crucial community organizations that help citizens sustain fulfilling and healthy lives."

In 2012, the Ecolab Foundation supported nonprofit organizations in 13 communities around the U.S. with \$4.4 million in support. Employee volunteers enrich the company's commitment to community partners by spending time, for example, building and refurbishing homes with Habitat for Humanity and sorting donations at food banks. Since 2003, through Ecolab's Elk Grove Village giving program, more than \$460,000 has supported 88 nonprofit organizations and 158 classrooms in the community.

Ecolab serves as a philanthropic leader through 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

Dunham Fund (Aurora)



**"The Dunham Fund is honored to receive the Foundation Philanthropic Award. John Dunham cherished his lifelong support from the Aurora community and our board strives to fulfill John's desire to keep Aurora a community where its citizens want to live and have the opportunity to prosper."**

– Michael J. Morcos,  
vice chairman of Dunham Fund

The Dunham Fund is the largest private foundation in the greater Aurora area. Their focus is to provide financial support to qualifying organizations that, like John Dunham and his family, are devoted to education, enterprise and community development.

The mission of the Dunham Fund is to honor the legacy of John C. Dunham. In that spirit, the Fund supports organizations that work to make the world a safer and more comfortable place for mankind to live and prosper, giving special consideration to Aurora-area organizations engaged in providing education and to organizations engaged in assisting individuals to attain heights they may not have attained without the benefit of such assistance.

The vision and leadership of the Dunham Fund impact nonprofits and individuals through their support of significant projects. Of significant recognition, the Dunham Fund provided funding for the founding of the John C. Dunham Pediatric Clinic within VNA Health Care's Health Center in Aurora. As a result, VNA Health Care provides a medical home for thousands of children in the greater Aurora area. At the clinic,

more than 95 percent of VNA's pediatric patients receive vaccinations before their second birthday, all of their regular well-baby preventative care, and care when they are sick.

Other organizations that have benefited from the Dunham Fund include Provena Diabetes Program and the scholarships they provide many local students. CASA Kane County received funding to establish an endowment that would enable neglected and abused children who need a guardian in the court system to have one.

By encouraging innovation and collaboration, the John C. Dunham STEM Partnership School on the Aurora University campus serves students in third through eighth grades from four school districts. Their mission is to unite the powerful resources of the university and the greater Aurora community in the areas of education, health and human services, business, and government to address critical community issues, and study and facilitate the development of collaborative leadership.

In addition, the John C. Dunham Pavilion in Aurora's RiverEdge Park will be enjoyed by thousands from throughout the western suburbs who will be able to enjoy live music and open space right next to the river.

The Dunham Fund's ongoing commitment to vulnerable community members is effectively eliminating barriers to health-care, education and other resources by providing pathways out of poverty and inspiring others to join them in being agents for positive change.

In recognition of the leadership the Dunham Fund provides and for the generous support given within the community, WSPN is pleased to honor the Dunham Fund with the Foundation Philanthropic Award. ●

## Blasts from the Past

By Jill McWilliams, VIEWPOINT editor

### Mix 'n Mingle



On March 20, WSPN board members **Monica Bucek**, director of major and planned gifts of Elgin Community College Foundation, and **Lora Vitek**, director of philanthropy and community relations of Delta Dental of Illinois Foundation, hosted our new Mix 'n Mingle at The Office in St. Charles. WSPN members and others from neighboring networks enjoyed appetizers, networked and talked about philanthropy.

"This was the first time we hosted an event of this type. It was a small group, but it allowed individuals to develop more one-on-one relationships with professionals in different communities and grow our networks," Vitek said.

"If more individuals in our sector participated in opportunities such as these, I believe they would find their membership of more value, learn things about organizations they are unfamiliar with, and even find a mentor-mentee relationship."

If you would like to participate in co-hosting a Mix 'n Mingle event in your community, please contact Lora Vitek at [LVitek@deltadentalil.com](mailto:LVitek@deltadentalil.com).

## Best practices with integrating Mobile Marketing, QR Codes and Social Media to connect with Donors and Volunteers

On March 21, **Frank Hudetz**, director of mobile services of **Elk Grove Graphics**, and **Barbara Rozgonyi**, founder of **CoryWest Media**, presented at Marianjoy Rehabilitation Hospital in Wheaton.



**Hudetz** explained the dynamics of efficiently combining the power of social media, local response enablers and mobile smartphones (SoLoMo) for developing nonprofit donors, fans and volunteers.

More than 125 million adults in the U.S. are now equipped with mobile smartphones. To better understand and target customers, marketers

are embracing a Pull strategy (motivating customers to seek out the brand in an active process) by using social media and local response enablers such as QR codes and SMS text messaging as opposed to a Push strategy (taking the product directly to the customer via whatever means to ensure the customer is aware of the brand at the point of purchase).

As an example, in January 2010, Red Cross raised more than \$20 million in five days to help victims of the Haitian earthquake via text message donations.

By the end of 2013, most nonprofits' strategic plans will address how SoLoMo convergence will be used to build awareness and create more donations. According to the renowned Winterberry Group, an East Coast marketing trends prognosticator firm, "mobile search is the future of search." The only barriers to SoLoMo growth trends are lack of standards with issues such as data privacy which should be resolved in 2014.

Along with social media being a vehicle to generate donations, marketers gain insights through the analytics data available from sites such as Facebook, Twitter and YouTube. These insights help shape a nonprofit's cause which then becomes more donations. A recent report indicated that the average Like on Facebook equated to \$161 in donations over a 12-month period.

In terms of QR codes and mobile websites, Hudetz's top three best practices include:

1. Always create a call to action aside any QR code.
2. Always make QR codes easier to scan by using URL shortening tools such as [www.bitly.com](http://www.bitly.com).
3. Always optimize web and mobile pages for faster loading on smartphones.



**Rozgonyi's** presentation focused on Mobilize and Socialize: 5 Ways to Maximize Marketing to Grow Communities.

Emailing her summary remarks, she explained, even if you don't have a mobile site yet, you can still integrate social media into your marketing and enhance your mobile presence for free!

Here are five ways to mobilize your marketing with social media.

1. Set up a profile on Yelp.com. If this is where iPhone's Siri (a voice-assisted search engine) goes to find information, shouldn't your organization be where she can find you? But wait—can't people leave reviews? Yes, and you want them to. Here's why: reviews, both positive and negative, build up profiles. Negative reviews offer constructive feedback and overall account for only about five percent of responses.

2. Go for a Google+ account and get all this: search benefits, powerful event platform, segmented messaging, community communications, photo editing and live hangouts that can be recorded as YouTube videos.

3. Landmark your territory on LinkedIn with optimized personal profiles, company pages with followers and dedicated group discussions.

4. Tweet up your organizations with influencers who can help spread your message on twitter around a community cause hashtag.

5. Mobilize your site with a responsive WordPress template like Responsive or add in a free plug in.

To read Rozgonyi's recap and view the slides from the presentation, visit [www.wiredprworks.com](http://www.wiredprworks.com), drop down on the Blog tab and click Social Media. ●

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## Member News



**Starting** in July 2012, the **School for Professional Studies (SPS) at Elmhurst College** offers educational programs of exceptionally high quality to non-traditional students, people with busy lives, who seek a better future.

SPS offers the kind of academic programs that serve working adults and those whose life commitments have previously precluded higher education. The SPS has an unyielding commitment to academic quality and a constant focus on serving the needs of non-traditional students by offering accelerated bachelor's degrees, master's degrees and certificate programs online, on-campus, in hybrid form, and at satellite locations. Learn more at [www.elmhurst.edu/sps](http://www.elmhurst.edu/sps).



**On** January 1, **Bonnie Malcolm Chrisman** assumed the role of vice president of resource development at Outreach Community Ministries, where she oversees all fundraising efforts for the organization.

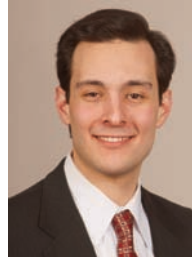
Malcolm Chrisman joined Outreach Community Ministries after serving at Wheaton College for twenty-five years in various development roles. Simultaneous to her earning a bachelor's degree at National Louis University, Malcolm Chrisman led the Annual Giving Department, followed by the New Century Challenge Campaign, then Foundations and Corporate Relations, events, donor care, and the Board of Visitors.

Malcolm Chrisman's expertise and personal passion intersects well with the Outreach Community Ministries' mission of restoring hope and providing opportunities for vulnerable populations in DuPage County.



**Courtney Simek** of Teen Parent Connection was recently promoted to Parent and Community Engagement Manager. With over seven years of experience with the agency, Simek will now focus primarily on community outreach, volunteer management, and overseeing the intake and referral process.

Founded in 1985, Teen Parent Connection is the only nonprofit organization in DuPage County exclusively focused on providing comprehensive programs and services related to teenage pregnancy and parenting. Simek was a former participant of the agency, obtained a bachelor's in business management from National Louis University, and lives in Lombard with her 10-year-old son, Collin. Recently elected to the District 44 School Board in Lombard, Simek is excited to begin serving her four-year term working for the best interest of all children.



**Michael R. Sitrick, Esq.**, was recently hired as director of development for The DuPage Community Foundation, based in Wheaton. In this role, he works closely with the Foundation's president, board of trustees and others to devise and implement successful fund-development and marketing strategies focused on growing the Foundation's endowment and increasing its visibility throughout the community.

Sitrick graduated magna cum laude from Millikin University in Decatur, Ill, with a bachelor's in business management and earned his Juris Doctor from Loyola University Chicago School of Law. After completing his studies, he worked as an associate attorney with a Chicago-area law firm, where he concentrated his practice in insurance defense.

Sitrick had previously worked for the Foundation from 2003 to 2010 in a variety of positions within the development department. He is a member of the DuPage County Bar Association and serves on the Editorial Board of its monthly magazine, *The Brief*. He is also a member of the Illinois State Bar Association, Suburban Chicago Planned Giving Counsel and the West Suburban Philanthropic Network, for which he previously served as a board member and its philanthropy awards chair. He lives in Lombard with his wife, Elizabeth.

### Share your Member News:

*Tell us about your job change, promotion, professional development, awards, honors and other news. Please email your news and photo to Jill McWilliams, VIEWPOINT editor, at [jillm@elmhurst.edu](mailto:jillm@elmhurst.edu).*



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## Service Club Philanthropic Award

Rotary Club of Elmhurst (Elmhurst)



**ROTARY CLUB OF ELMHURST**

P. O. BOX 147, ELMHURST, IL 60126

**“The Rotary Club of Elmhurst is extremely honored to receive the West Suburban Philanthropic Network’s Service Club Philanthropic Award. Our members have a strong desire to give to our local, regional, and international communities in line with Rotary’s motto of “Service Above Self.”**

– Bill Lyman, Rotary Club president

The Rotary Club of Elmhurst (RCE) not only impacts our community locally but also nationally and internationally. The motto of Rotary International is “Service Above Self,” and RCE members model service through volunteering at local food pantries, cleaning up local parks and tutoring at after-school programs; in addition, they provide financial support to individuals and organizations.

Since 1955, the RCE has had a proud history of accomplishments. In its early years, it sponsored Duck Races to raise money, and it was the major sponsor of the Wheel Chair basketball program of NED-SRA. It also provided funding for a new computer lab at the Boys and Girls Club of West Cook. For the past 20 years, the RCE has sponsored and underwritten the cost of a Thanksgiving Day dinner at a local restaurant where over 500 individuals in need are served by club members.

One of Rotary International’s main focuses is the worldwide eradication of polio, and RCE has organized fundraisers to support the effort. Currently, only three countries in the world have documented polio cases.

Rotary International encourages and sponsors youth exchange programs. Each year, RCE sponsors an “inbound” international student who lives with three or four

host families in Elmhurst throughout the year. The student attends York Community High School and is encouraged to get involved in the community. In addition, the club sponsors “outbound” students who travel and live in another country for a year.

In 1994, RCE established a charitable trust, which provides the structure for raising and distributing funds. RCE holds at least one major annual fundraiser, and the proceeds, along with other club contributions, help support need-based scholarships and grants. This past year, \$29,000 in scholarships was awarded to high school students attending Elmhurst schools (York High School, Immaculate Conception High School and Timothy Christian High School).

In addition, over 40 nonprofits were awarded grants totaling over \$80,000. This past year, recipients include Elmhurst College Speech-Language-Hearing Clinic, Bridge Communities, DuPage PADS, Boys & Girls Club of West Cook, Boy Scouts of America Three Fires Council, NAMI, Northern Illinois Food Bank, People’s Resource Center, Metropolitan Family Services, Ray Graham Association, Elmhurst Walk-In Ministry, Elmhurst

YMCA (scholarships), United Community Concerns Association, Center for Speech and Language Disorders, Elmhurst Heritage Foundation, Elmhurst Public Library Summer Reading Program, Elmhurst Schools Food/Coat Fund, and Women of Bethel Shoe Fund.

In addition, grants are awarded to global-related projects including ChildrenUP (Uganda), A New Day Cambodia, and Human Development Foundation Pakistan.

RCE is a major financial supporter of ShelterBox USA, an affiliate of Rotary International. A RCE member serves on the board and leads disaster-response teams. ShelterBox provides temporary housing for people in emergency disaster situations. RCE has funded over 50 boxes, which translates into housing for more than 500 people.

It is with appreciation for the Rotary Club of Elmhurst’s strong philanthropic presence in our community and internationally that WSPN is pleased to present them with the Service Club Philanthropic Award. ●



Group shot of 2013 Rotary Club of Elmhurst members. Photo by Rob Kopecky.

## Resource Round-up



Registration is now open to all for the **Donors Forum's 39th annual luncheon** featuring **Cheryl Dorsey of Echoing Green**

Date: Friday, June 21

Reception: 11:15 am - noon

Luncheon and program: noon - 1:30 p.m.

Chicago Hilton, 720 S. Michigan Ave.

[donorsforum.org/AL2013](http://donorsforum.org/AL2013)

As a panelist for our program in February, **Susan Rudiger Mchabacheb**, CFRE, assistant vice president, individual and major gifts of Easter Seals, Inc., recommended these resources:

- **"Encouraging the Heart, A Leader's Guide to Rewarding and Recognizing Others"** by James M. Kouzes and Barry Z. Posner.
- **"The Cathedral Within"** by Bill Shore.
- **UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising.** A joint project of CompassPoint and the Evelyn and Walter Haas, Jr. Fund: [www.compasspoint.org/underdeveloped](http://www.compasspoint.org/underdeveloped)
- **Next Gen Donors: Respecting Legacy, Revolutionizing Philanthropy,** [www.nextgendonors.org](http://www.nextgendonors.org), a collaborative project of the Dorothy A. Johnson Center for Philanthropy ([www.johnsoncenter.org](http://www.johnsoncenter.org)) at Grand Valley State University, and 21/64 ([www.2164.net](http://www.2164.net)), a nonprofit consulting practice specializing in next gen and multigenerational strategic philanthropy.

*Do you have favorite resources you would like to share with VIEWPOINT readers? Please send them to [jillm@elmhurst.edu](mailto:jillm@elmhurst.edu).*

## Grantmaker of the Year

Cindy Raab, program officer, Topfer Family Foundation (Austin, Texas)

**"It is an honor to be recognized as WSPN's Grantmaker of the Year. Partnering with nonprofit members to enrich and transform lives has been my greatest joy."**

– Cindy Raab

The Topfer Family Foundation (TFF) was formed with the mission of helping people connect to the tools and resources they need to build self-sufficient and fulfilling lives. TFF's primary areas of focus are child abuse prevention and treatment, youth enrichment and aging-in-place for seniors.

Since its creation in 2001, Austin, Texas-based TFF has awarded more than \$46 million to nonprofits that make a difference in our communities and the lives of those who live there.

More than \$19.5 million of that total has been awarded in the greater Chicago metropolitan area. For the Chicago-area giving, about \$11 million has been granted to DuPage nonprofits or to Chicago-based agencies serving DuPage (e.g., YWCA or Big Brothers Big Sisters).

Cindy Raab joined TFF in July 2002 as program officer. Raab's key responsibilities include managing TFF's Chicago-area giving and a \$1.3 million annual grants portfolio, advising current and prospective grantees on applications, analyzing grant proposals, writing proposal summaries with funding recommendations and presenting key proposals to the board, managing grantee relationships including working to resolve challenges in projects, monitoring grantee progress and outcomes, and conducting site visits.

Of significant achievements, Raab has worked with TFF trustees to build the family foundation from the ground up including developing an understanding of the strengths and needs of the western suburbs. DuPage's changing demographics, the growing working poor population, transportation challenges, and other factors influence TFF's grantmaking.

TFF's Chicago-area trustees all reside in DuPage County. While TFF staff recog-



nizes the great need in the city and support some nonprofits there, TFF has a specific interest in enhancing the communities in which they live.

Another of Raab's accomplishments is partnering with DuPage-area nonprofits to identify gaps and solutions to support new parents, and ultimately, to launch child abuse and neglect prevention initiatives. In 2004, TFF convened a group of community leaders to explore how best to expand upon existing efforts in DuPage.

Over the next two years, these discussions continued, culminating in the formation of Positive Parenting DuPage (PPD), which provided high-quality educational resources to thousands of new parents to help them help their children grow and thrive.

In addition, PPD serves as a collaborative for organizations and professionals working on behalf of children and families. To those groups it provides training, guidance, support, and coordination of resources, strengthening their capacity to best support families.

It is with great appreciation to the Topfer Family Foundation and to Raab's ongoing support and assistance to grantees and community members that WSPN is privileged to present Raab as Grantmaker of the Year. ●

# Spotlight

## Featuring a WSPN Member Organization

**W**ith Health Centers located in Aurora, Bensenville, Bolingbrook, Carol Stream and Elgin, VNA Health Care (VNA) is a family centered, nonprofit organization dedicated to providing dependable and comprehensive health care for over 40,000 people in need. Services include:



- Primary Care
- Community Wellness
- Home Health Care
- Hospice
- Dental
- Aurora Community Heart Clinic
- Pharmacy
- Illinois Breast and Cervical Cancer Program
- WIC – Women, Infant and Children Nutritional Supplement Program

VNA was founded nearly 95 years ago, is now designated as a Federally Qualified Health Center and is accredited by The Joint Commission. VNA provides care for everyone, including people who have no health insurance, and this care is delivered by a dedicated team of over 60 health-care professionals including:

- Family Practice Physicians
- Obstetricians & Gynecologists
- Pediatricians
- Psychiatrists
- Nurse Practitioners
- Behavioral Health Providers
- Nurses
- Physical Therapists
- Social Workers
- Bi-lingual Support Staff



VNA Health Care collaborates with over 32 local nonprofit organizations and is looking forward to serving new patients in need of care. VNA Health Care welcomes referrals, so if you have clients who do not have a medical home, please let them know VNA Health Care is looking forward to serving them.

VNA relies on the philanthropic support that it receives from individuals, the business community and foundations who believe that everyone deserves access to quality health care. This support allows VNA Health Care to cover the cost of unreimbursed medical care and also enables VNA to expand its services to care for more people in need.

To learn more about how you can help or how VNA Health Care can help you or your organization, please call (630) 482-8132. Chrissie Howorth, associate vice president of development, would be happy to speak with you. ●

## Working together we can Make a Difference!

- \* Raise more money
- \* Expand your base
- \* Plan a capital campaign
- \* Ask for major gifts
- \* Attract planned gifts

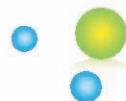
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## Nonprofit Volunteer of the Year

Jon Habegger (Batavia), volunteer supervisor of Northern Illinois Food Bank

**"I am pleased to receive WSPN's Nonprofit Volunteer of the Year award. I am proud of all of the wonderful Northern Illinois Food Bank volunteers and staff members who I am privileged to work with each time I am there. I thank Northern Illinois Food Bank for providing this opportunity to serve individuals living in our communities who are in need of food."**

— Jon Habegger

Since 2003, Jon Habegger has been an active volunteer of the Northern Illinois Food Bank (NIFB).

As a general volunteer, Habegger helped in the warehouse with labeling canned goods, sorting food drive product, and evaluating and boxing frozen meats.

In 2010, he became a volunteer supervisor. In this role, he leads other volunteers during their shift, ensures the project is set up and necessary supplies are accessible. He trains volunteers to ensure they understand their role and abide by food-handling safety standards. He remains available throughout the shift for questions, and ensures volunteers enjoy their experience and want to volunteer again.

Most recently, Habegger played a key role in piloting NIFB's Bulk Repack Room, which allows NIFB to accept bulk quantities that can then be broken down into smaller, individual or family sized packages. During the piloting stage, Habegger provided feedback about food safety issues, suggested room layouts and tested the equipment and supplies, e.g. determining which bags, scoops and sealers were most efficient. Providing his insights from a volunteer's perspective, he helped determine table height and where floor mats should be placed for volunteers' comfort while standing during a shift.

Habegger knew the Bulk Repack Room launch would help NIFB pro-



vide more food to hungry neighbors, and he cast his vision and motivated volunteers to work weekly shifts. In addition to working with regular volunteers, he worked with new groups in the Bulk Repack Room and gave feedback on the number of volunteers who could perform each task and how the flow of the room worked best based on group size.

To double his efforts, Habegger also trained other volunteers to supervise the Bulk Repack Room.

Since the Bulk Repack Room opened in October 2012, stats indicate through Jan. 2013, NIFB hosted nearly 70 volunteer shifts with more than 1,150 volunteers participating. To date, they have packed more than 120,000 pounds of food, which is equivalent to about 100,000 meals.

If the Bulk Repack Room were not created, NIFB would have to give away bulk quantities or send them to another food bank with the appropriate set-up for safe handling. For example, NIFB received a 1,000 pound container of rice, and volunteers repackaged it into two pound bags.

As a result of Habegger's dedicated volunteerism, support, hard work and mobilizing other volunteers in bringing the Bulk Repack Room, which would not have been available otherwise, into full production, WSPN is pleased to honor him as Nonprofit Volunteer of the Year. ●

## Building our Membership

### I'm Addicted

I've been wondering about something. Professional fund raisers are a strange breed aren't they? Especially the ones who have been "at it" for more than 20 years like me. Why do we do what we do?

I believe it's because, at day's end, we want to know that we tried to make a positive difference. We tried to change our neighborhood, our community, our city—the world. We tried to change minds, circumstances, lives. We're positive, strong, sometimes obsessive, and always true to the purpose. Nothing gets in our way. Not even when a prospect says, "No." In fact, the "no" makes us try even harder.

I remember the first time I heard "yes." I literally jumped up and down for joy. It wasn't a huge amount in the scheme of things, but it was the first time for me. I also remember the moment I asked for the largest gift I've ever asked for and, again, heard "yes." My heart swelled. I know I'm addicted to that feeling and continuously go back for more.

We're dichotomies. We're architects and builders. We're visionaries and process improvement teams. We're cut from different cloth and, yet, can identify with almost anyone. We have large egos but don't mind playing second fiddle or being rejected over and over again. Our causes and our missions keep us going.

Why do you do what you do? Let me know, I'd love to hear from you.

Ann E. Spehar, membership chair  
aspehar@naperville203.org

## Like us on Facebook



## Become a member:

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

Join online or by downloading a membership application. Non-transferable dues are \$40 per year. Should you have any questions, please contact Ann E. Spehar, membership chair.

## Scan to join.



## Attention members:

**We want to keep in touch!**

**Have you changed jobs or received a new title?**

**Do you have a new email or mailing address?**

Simply log into your profile on [www.wspnonline.org](http://www.wspnonline.org) with your email and password and update your contact information.

You can even request a new password if you've forgotten yours.

Also, join WSPN on LinkedIn to extend your networking possibilities and be a part of the dialogue.

## WSPN Distinguished Service Award

Jill McWilliams (Lombard)



**"It's truly an honor and a privilege to work alongside the other dedicated WSPN members. I count it a privilege to be honored with the past WSPN Distinguished Service Award honorees. I have certainly gained so much more from my involvement with WSPN than I have given, and I look forward to serving for many years to come."**

– Jill McWilliams

Jill McWilliams has been a member of WSPN since 2005, when she began her career in fundraising at Elmhurst College. At that time, WSPN became an invaluable resource and provided a much-needed networking platform.

Gaining from these opportunities, McWilliams was inspired to give back and was encouraged to get involved. In 2006, she joined the awards luncheon committee as the publicist, writing the honoree bios, and sending out press releases.

In 2008, she served a one-year term on the WSPN board as co-chair of the awards luncheon committee. She continues serving as an active member of the awards luncheon committee and enjoys managing the inspirational honorees and presenters. She also regularly attends the monthly programs and enjoys meeting other

development professionals.

In 2011, McWilliams stepped onto the board in the role of editor and designer of WSPN's newsletter, ViewPoint. McWilliams, who had done freelance writing and earned a master's in English studies from Elmhurst College in 2008, enjoys using her strengths in this capacity with WSPN. She has also enjoyed learning website administration and assisting with the monthly web-generated and social-media communications.

Courtney Simek, Parent and Community Engagement Manager of Teen Parent Connection and co-chair of the awards luncheon, said, "Jill is dedicated, loyal, and tremendously driven. Without fail she can be depended on and always lends a hand when others are in need. She often takes it upon herself to provide insights and solutions to complex situations. Whenever she is involved, you can be sure that the task at hand will not only be accomplished, but accomplished exceptionally well."

McWilliams started at Elmhurst College in 2003 working in the Education Department and currently serves as director of foundation and government relations in the Office of Development and Alumni Relations. Founded in 1871, Elmhurst College is a private, four-year, liberal arts college that currently enrolls about 3,300 students.

She also has been an elected official since 2011 serving as a trustee of the Helen M. Plum Memorial Public Library District in Lombard.

As a result of her dedication in the many facets of WSPN and her passion for the organization, the WSPN board is pleased to present McWilliams with the WSPN Distinguished Service Award. ●

## 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.



## 11th Annual Awards Luncheon

Wednesday, May 22

### Eleventh Annual Awards Luncheon

**NEW LOCATION:** Meson Sabika, 1025 Aurora Ave., Naperville, IL 60540

Networking begins at 11 a.m., luncheon follows. Register online at [www.wspnonline.org](http://www.wspnonline.org); \$50 per person or \$500 for table of 10 which includes a business card ad in the program.

Thursday, June 20

**Topic:** Building Social Capital, Measuring Impact  
**Speaker:** Kim Silver, Mission Measurement  
**Location:** Villa St. Benedict, 1920 Maple Avenue, Lisle, IL 60532

Thursday, Sept. 19

**Topic:** End-of-Year Strategies  
**Speaker:** Steve Pratapas, Pratapas and Associates  
**NFP panelists:** TBA  
**Location:** Mayslake Peabody Estate, 1717 W. 31st Street, Oak Brook, IL 60523

Thursday, Oct. 17

**Topic:** Donor Analytics  
**Speaker:** David Schreier, David Schreier Associates  
**Location:** DuPage Forest Preserve Headquarters, 3S580 Naperville Road, Wheaton, IL 60189

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

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