

Inside this issue

President's Message . . . . . 2

Philanthropy Collection News . . . 3

Blasts from the Past. . . . . 4

Outstanding Volunteers . . . . . 5

Awards Luncheon Photos . . . . . 6

Resource Round-up . . . . . 8

Member News . . . . . 10

Building Our Membership . . . . . 11

Save These Dates . . . . . 12

Spotlight Feature  
Bridge Communities . . . . . 9



WSPN mission:  
Offering support to development professionals and advancing philanthropy since 1986.

Fail Forward to Success

By Jill McWilliams, Cultivate editor

If asked to define success, some might say advancement, exceeded goals, achievements, profit and win. If asked to define failure, answers could include loss, unmet goals, mistakes, inferiority and defeat. Now, let's explore the idea of recasting our negative view of failure.

In March, I attended the Donors Forum's member breakfast where presenter Jeff Edmondson, managing director of StriveTogether, shared his insights about failing forward. He believes organizations should create a space for failure and make failure awesome. Failure is all about learning and growing.

We most likely learned about the concepts of success and failure at a young age after bringing home our school report cards, playing games or competing on sports teams. Edmondson said children are often encouraged to learn from their mistakes.

Unfortunately, learning from our mistakes actually gets harder as we get older. Why? Because expectations, return on investment and results are scrutinized. Funding is based on a desired impact and the pool of funds is limited.



"The unfortunate byproduct," Edmondson said, "is that it encourages everyone to put a positive spin on whatever they are doing. Even more directly, it prohibits people from learning transparently from their mistakes so others can learn with them. We call this practice, as have others before us, 'failing forward.'"

Data is important to show impact and areas of improvement, and we must be willing to make and acknowledge mistakes so others can avoid similar ones and get to better results faster.

Edmondson observes that generally, Chicagoans are intolerant of failure, which

(continued on page 8)

2015-16 Nominations/Slate of Officers

WSPN's nominating committee is pleased to announce the 2015-16 slate of officers:

- Ann E. Spehar, president
- Maeven Sipes, vice president
- Catherine Voigt, treasurer
- Laura Naab, secretary

Chrissie Howorth, immediate past president

#### 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:

WSPN Membership

P. O. Box 268

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#### 2015-16 WSPN Board Members Officers

##### President

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##### Immediate Past President

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## President's Message

### Cultivate

With this issue of our newsletter we're debuting a fresh name: *Cultivate*. When Jill McWilliams, our terrific editor, proposed the newsletter name change to the board, we unanimously said, "What a great idea!" McWilliams' point was a good one because *cultivate*, purely, is what we do; not only as individual professionals but also as an organization.

As an organization, through our educational and networking events, WSPN encourages and informs those who serve nonprofits in the western suburbs. We offer opportunities for professional growth and promote philanthropy.

As professionals, we individually foster the growth of our nonprofits and look after our missions. We plow, plant and tend our field of donors. We nurture and support our board members and volunteers.

Also as professionals, we cultivate our donor relationships using a variety of methods. But how do you actually cultivate a new donor relationship? You make a telephone call, have coffee, then you set up lunch, send informative emails, forward pertinent news articles, remember their birthday, call once in a while just to say, "Hello," and ask how they are and you learn what's going on in their lives. More importantly, you become knowledgeable about why they are passionate about your cause and mission. Then you match their interests and passion with the needs of your nonprofit.

Sounds easy, doesn't it? Well, we all know that it isn't easy, but WSPN can help. On Tuesday, October 6 in collaboration with the South West Suburban Philanthropic Network and the Suburban Chicago Planned Giving Council, we're hosting **Partners in Philanthropy Day**. The day will consist of two training sessions led by **Penelope Burk**, president of Cygnus Applied Research, Inc. and renowned author, speaker and fundraising futurist.

In 1997, Cygnus began exploring a new research concept seeking to answer the questions, "What do donors want?", "What would inspire their sustained loyalty?", and "What would increase giving sooner?" In October, Burk will provide a session focused on Donor-Centered Leadership and a second session titled Under the Radar: Young Donors' Philanthropy.

**This will be an event that you simply don't want to miss!** Partners in Philanthropy Day will help you, your volunteers and staff adopt a donor-centered way of doing business. Be sure to mark your calendars—see page 12 and more details will follow.

A huge thank you for continuing to meet the growing needs of those we serve—and wishing you a rich harvest!

Sincerely,

Ann E. Spehar  
WSPN President



# Philanthropy Collection News

## Donor Retention

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

**D**id you dump a bucket of ice water on your head last summer for the ALS Foundation? If you did, you were among 2.4 million donors that participated.

With this windfall of money and attention comes the next challenge we all share: donor retention. According to a recent Association of Fundraising Report, nearly 75 percent of first-time donors will not give a second gift.

Our donors tell us they can't afford to give, think we don't need them, and sometimes simply pick other charities. What's the secret to cultivating a long-term relationship? Check out some of our latest additions to the Philanthropy Collection.



- **Retention Fundraising: The New Art and Science of Keeping your Donors for Life** by Roger Craver, 2015.
- **The Fundraiser's Guide to Irresistible Communications: Real World Field-Tested Strategies for Raising More Money** by Jeff Brooks, 2014.
- **Fundraising with Businesses: 40 New and Improved Strategies for Nonprofits** by Joe Waters, 2014.
- **Billionaires: Reflections on the Upper Crust** by Darrell West, 2014.
- **Fundraising the SMART Way™: Predictable, Consistent Income Growth for Your Charity** by Ellen Bristol, 2014.
- **Donor Centered Leadership: What it Takes to Build a High Performance Fundraising Team** by Penelope Burk, 2013.
- **The Money Raising Nonprofit Brand: Motivating Donors to Give, Give Happily and Keep on Giving** by Jeff Brooks, 2014.

Haven't visited us yet? Make an appointment with me to see the collection and discuss your research needs. I can help you search the Foundation Directory for grants. We can also work together to identify resources that will help you write proposals, strategic plans and hire staff. Contact me at (630) 942-2313 or [kickels@cod.edu](mailto:kickels@cod.edu).

While you are here, also plan on getting a FREE COD Library Card. Anyone who lives or works in DuPage County is eligible for a card. Library cards enable you to borrow materials and gain remote access to most of the database collection.

## Committee Chairs

### Awards Luncheon co-chair

#### Maeven Sipes

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West Suburban  Philanthropic  
Network

## Editor's Note

Dear *Cultivate* readers:

**W**e changed WSPN's newsletter name to *Cultivate*, which signifies one of the fundamental building blocks of the fundraising cycle: identify, cultivate, solicit and stewardship.

Cultivation is about building relationships, engaging prospects and preparing to make the ask. In line with our missions, we desire that *Cultivate* offers our readers continued support in advancing philanthropy.

Enjoy the photos of the luncheon (page 6) taken at Bobak's Signature Events in Woodridge. View all the photos by liking West Suburban Philanthropic Network on Facebook.

Sincerely,



Jill McWilliams

Thank you to *Cultivate* proofreaders Sarah Kimes, Sarah Lichtenwalter and Evan Munch.

## Advertising in *Cultivate*

**A** limited number of business-card size (3.5x2 inches) advertising spaces are available in *Cultivate*.

\$190 - four issues

\$160 - three issues

\$125 - two issues

\$ 70 - one issue

\$475 - four-issue insert ad (8.5x11)

To place an ad, visit [tinyurl.com/ookj7vk](http://tinyurl.com/ookj7vk).

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

## Blasts from the Past

### Program Highlights

#### Funders Panel

**O**n June 18, **David M. McGowan**, CFRE, president of DuPage Foundation, moderated a panel of experts to discuss their giving priorities, funding processes and what they look for in appeals and proposals.

Panelists included **Lisa A. Jarmoszka**, vice president of community affairs of BMO Harris Bank; **Anna C. Laubach**, director of special initiatives of Robert R. McCormick Foundation; and **Peri Todd**, director of DuPage Medical Group Charitable Fund. Their collective insights include:



L to R: Lisa A. Jarmoszka, Anna C. Laubach, Peri Todd and David McGowan

- Do your research, read the guidelines, and *then* speak with a program officer.
- Partnerships are key. Collaborators working toward a common goal create a greater collective impact.
- When establishing a partnership, funders look for coordination because it's difficult for one organization to do all the work.
- Each funding agency is accountable to their board for explaining the metrics.
- When creating the proposal, strike a balance between meaningful statistics and impactful stories about the people you serve.
- Project sustainability should be clearly stated.
- View grantmaking as a funder-grantee partnership, in which the grantee takes the lead.
- Open and honest communication is important. Provide feedback about what's working and what's not.

#### CORRECTION:

In the Summer 2015 issue of VIEWPOINT, page 8, in the Ask the Lawyer segment of Blasts from the Past, the third sentence of the paragraph entitled Review Your Activities starts, "Provide any 'return benefits or services' for ..." This sentence should have read, "Be sure *not to* [emphasis added] provide any 'return benefits or services' for sponsorships or the income might become taxable." Apologies for the error. – jym, editor ●



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# Outstanding Volunteers recognized at WSPN's Annual Philanthropy Awards Luncheon on May 19

Photography by LeVern Danley, LAD4 Creations, Inc., www.LeVernDanley.com.



**First row l to r:** Mike Hillenbrand, DuPage Habitat for Humanity; Terri Cecchini, Naperville CARES; Alison Gardiner, Metropolitan Family Services; Sandy Whitten, Metropolitan Family Services; Arlene VanGelderren, Marianjoy Rehabilitation Hospital; Holly French, Marianjoy Rehabilitation Hospital; Phyllis Dixon, Loaves & Fishes Community Services; Eldra Rakow, Voice of Care; Linda Yurka, Donka, Inc.; Marty Koranda, Literacy DuPage; Gretchen Brashler, Giving DuPage; David Mongiat, Respite Endowment Organization  
**Second row:** Lydia Fischer, Bridge Communities; Danielle Procopio, DuPage Habitat for Humanity; Judy Wardzala, Tri-Town YMCA; Terri Keckler, Naperville CARES; Bonnie Woodard, Respite Endowment Organization; Lori Reiss, Sharing Connections; Andrea Mueller, Loaves

& Fishes Community Services; Kimberly Stapleton, Metropolitan Family Services; Pat Green, DuPage Habitat for Humanity; Char O'Connell, DuPage Habitat for Humanity; Peggy Benzin, Northern Illinois Food Bank  
**Third row:** Donald Spetter, DuPage Habitat for Humanity; Scott Shorney, DuPage County Historical Museum Foundation; Thomas Hudock, Metropolitan Family Services; Don VanGelderren, Marianjoy Rehabilitation Hospital; John Baker, DuPage Habitat for Humanity; Chuck Allberry, Loaves & Fishes Community Services; Greg Crawford, Bridge Communities; Rik Baier, Giving DuPage; Adam Sadkowski, Metropolitan Family Services; Kevin O'Connell, DuPage Habitat for Humanity

**Not pictured:** Joe Bernardo, DuPage Habitat for Humanity; John Miller, DuPage Habitat for Humanity; Pat Olinger, DuPage Habitat for Humanity; Denise Roberge, DuPage Habitat for Humanity; Jack Sahr, DuPage Habitat for Humanity; Myra E. Burgess, DuPage Symphony Orchestra; Lia Rubino, Literacy DuPage; Arlene Trimarco, Metropolitan Family Services; Elizabeth Weatherred, Metropolitan Family Services; Doug Tulloch, Naperville CARES

**“I’ve seen and met angels, wearing the disguise of ordinary people, living ordinary lives.” – Tracy Chapman**

**A**t the Annual Awards Luncheon on May 19, WSPN had the wonderful privilege of honoring 43 Outstanding Volunteers whose service ethic is nothing short of inspirational.

Can volunteers truly know the value of their selfless contribution? If absent voices—to include the homeless, new immigrants, ailing patients, hungry children or those with disabilities—could speak directly to these Outstanding Volunteers, what would they say? Surely those, whose lives are impacted by service, would express their profound gratitude. No doubt they would marvel at how complete strangers could deliver a miracle of kindness and such generosity of spirit. They would feel a sense of belonging and that good, kind people walk within our community. Those on the

receiving end would tell volunteers that they changed their life story forever.

These same volunteers give all of us a gift as well. They breathe life into words like caring, giving, selfless and service. They teach us about silent agreements that come with a firm commitment to a worthy cause—devotion of time, a steadfast patience and real action. All are required to do some good and make our world a better place. Perhaps most of all, volunteers show us that giving back is more than an idea, but can be a philosophy and way of life.

On behalf of local nonprofits and our community at large, we acknowledge these Outstanding Volunteers for their immeasurable contributions and send a thankful prayer for their service.

**“Volunteering is an act of heroism—it’s an act of heroism on a grand scale. And it matters profoundly. It does more than help people beat the odds, it changes the odds.” – George H. W. Bush**

# 2015 WSPN 13th Annual Philanthropy Awards Luncheon

Hosted on May 19 at Bobak's Signature Events in Woodridge.

Photography by LeVern Danley, LAD4 Creations, Inc., [www.LeVernDanley.com](http://www.LeVernDanley.com). See all of the photos on WSPN's Facebook page.



**Philanthropists of the Year:** Michael Benard, executive director of Wheaton Park District; honorees Carol and Daniel Goodwin; and Ann E. Spehar, WSPN president



**Philanthropic Leadership Award:** Ann E. Spehar; Julie Yurko, president and CEO of Northern Illinois Food Bank; honoree Marta Davy; and Cliff Lyda, pastor of Elmhurst Presbyterian Church



**Humanitarian of the Year:** Kara Murphy, president of DuPage Health Coalition; honoree Richard Endress; Ann E. Spehar; and Cheryl O'Donoghue, VP of human resources & marketing and CCO of VNA Health Care



**Nonprofit Executive of the Year:** Jim D'Ambrosio, former trustee of The Conservation Foundation; honoree Brook McDonald, president and CEO of The Conservation Foundation; and Ann E. Spehar



**Corporate Philanthropic Award:** Terry Cicero, principal, team leader: financial advisory division of DiGiovine Hnillo Jordan + Johnson, Ltd.; and Ann E. Spehar



**Foundation Philanthropic Award:** Alanna Andruszkiewicz, executive director of The Christopher Family Fdn.; Julie Yurko of Northern Illinois Food Bank; honorees Kelley and Paul Schueler of The Christopher Family Fdn.; and Ann E. Spehar



**Service Club Philanthropic Award:** Becky Beifuss, executive director of Teen Parent Connection; honorees Robert Black, president, and Daniel DeBoo, president-elect of Exchange Club of Naperville; and Ann E. Spehar



**Grantmaker of the Year:** Sarah O'Donnell, director of development of Wheaton Park District; honorees Krystal Kleinschmidt and Rebecca McFarland of FORWARD; and Ann E. Spehar



**Nonprofit Volunteer of the Year:** Honoree Jack Whelton; Angela Adkins, executive director of NAMI DuPage; and Ann E. Spehar



**WSPN Distinguished Service Award:** Honoree Chrissie Howorth, and Ann E. Spehar

WEST SUBURBAN PHILANTHROPIC NETWORK'S  
**13TH ANNUAL AWARDS**  
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West Suburban Philanthropic Network  
 Our mission is to offer support to development professionals and advance philanthropy.



Ken Bartels serving as master of ceremonies.

can cause backbiting, finger pointing and blaming. Conversely, as they like to say in Silicon Valley:

### Fail forward, fail fast, fail better!

Microsoft founder Bill Gates, who's responsible for what he has called some "expensive mistakes," once said, "In the corporate world, when someone makes a mistake, everyone runs for cover.

"At Microsoft, I try to put an end to that kind of thinking. It's fine to celebrate success, but it's more important to heed the lessons of failure. How a company deals with mistakes suggests how well it will bring out the best ideas and talents of its people and how effectively it will respond to change."

There has never been a more important time for everyone to embrace the practice of failing forward, Edmondson said. "In this economy ... we simply

have to think about new ways of using limited resources. We have to be willing and able to apply learning in real-time to use limited resources more efficiently and effectively."

According to the Dutch Institute of Brilliant Failures, "Sharing lessons from what hasn't worked can stimulate entrepreneurial thinking and behavior by encouraging people to develop new ideas and enabling innovators to turn ideas into reality."

Author, educator and Center for Courage & Renewal founder Parker Palmer said, "Offer yourself to the world—your energies, your gifts, your visions, your heart—with open-hearted generosity. But understand that when you live that way you will soon learn how little you know and how easy it is to fail. To grow in love and service, you must value ignorance as much as knowledge and failure as much as

success ... So, cultivate a beginner's mind, walk straight into your not-knowing and take the risk of failing and falling again and again, then getting up again and again to learn."

In one of his blogs, Edmondson says, when setting expectations, the key is to shift the focus from technical solutions to adaptive solutions. Technical solutions can be associated with the silver bullet while adaptive solutions find ways to adapt and scale the work in nontraditional ways or within existing structures.

No successful person hasn't failed. I encourage you to embrace failure and challenges with gratitude and fail forward better. ●

**“There are no secrets to success. It is the result of preparation, hard work and learning from failure.”**

— Colin Powell

## Resource Round-up

**Ink to the People**, [inktothepeople.com](http://inktothepeople.com)  
Empowers anyone to create and sell their own t-shirt designs to benefit their favorite nonprofits.

**Fundography**, [fundography.com](http://fundography.com)  
Allows event attendees to upload and share photos taken at the event and then event attendees can purchase the photos for \$2 each to benefit their favorite nonprofit.

**GiveMob**, [givemobapp.org](http://givemobapp.org)  
A mobile app that allows users to donate to select nonprofits via text with just a couple of taps.

**Cause Direct**, [causepayments.com](http://causepayments.com)  
Enables businesses to donate to their favorite charity or school every time they accept a credit or debit card payment.

### Financial Management Resources

[strongnonprofits.org](http://strongnonprofits.org)  
The Wallace Foundation and Fiscal Management Associates have partnered to create and launch StrongNonprofits.

[www.nonprofit.org](http://www.nonprofit.org), a website with resources covering all aspects of nonprofit financial management. Resources are organized into five categories: Overview, Planning, Monitoring, Operations, and Governance.

**Guilty Pledgers**, [guiltypledgers.com](http://guiltypledgers.com)  
A mobile app launched by Spotify that enables users to create fundraising parties where guests can pledge money to add their favorite songs to the party playlist.

**Google Grants**, [google.com/grants](http://google.com/grants)  
The nonprofit edition of AdWords, Google's online advertising tool. Google Grants empowers nonprofit organizations, through \$10,000 per month in in-kind AdWords advertising, to promote their missions and initiatives on Google.com.

**TechSoup**, [techsoup.org](http://techsoup.org)  
A 501(c)(3) nonprofit with a clear focus: connecting your nonprofit, charity or public library with tech products and services, plus learning resources to make informed decisions about technology. The free resources are available to all users. Once registered and qualified with TechSoup,

nonprofits and libraries can access donated and discounted products and services from partners like Microsoft, Adobe, Cisco, Intuit, and Symantec.

**Young Nonprofit Professionals Network** [ynpn.org](http://ynpn.org)  
YNPN activates emerging leaders and helps them acquire the skills and awareness they need to be effective changemakers by connecting them with resources, people, and ideas.

**npEngage**, [npengage.com](http://npengage.com)  
Nonprofit resource for trends, best practices, and need-to-know news. An aggregate blog from the various companies, products and people at Blackbaud, this is a premier, one-stop source for a variety of information. npEngage offers you nine different sections within the blog, ranging from analytics to nonprofit management.

### Share your resources:

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

## Spotlight

Featuring a WSPN Member Organization



Jaleen had been trapped in an abusive relationship for many years, and like many in her situation, she was afraid to leave. She finally worked up the courage to flee with her children in 2011, knowing she had to provide a better life for them. Jaleen, her son and daughter moved into her parents' basement and slept on an air mattress, but that situation was short-lived; her parents soon lost their home to foreclosure, and Jaleen and her kids were left with nowhere to go.

She felt broken, but she was ready to break out of the dead-end cycle she was stuck in. Feeling desperate for a better life for her kids, Jaleen reached out to Bridge Communities.

Once accepted, Jaleen was connected to volunteer mentors, who saw the unlimited potential in her future. Together, they helped her find funding for college, and Jaleen was awarded three separate scholarships, which allowed her to attend Lewis University full-time. She continued to work part-time at the daycare, too. It wasn't easy, but Jaleen knew that everyone at Bridge believed in her.

Fast forward four years: Jaleen has graduated from Lewis University—debt-free!—with a bachelor's in elementary education and an ELL endorsement. She began working as a kindergarten teacher this fall.

Jaleen says, "I now feel like the future looks like everything I've been working so hard for all my life. I've graduated, I'm now a teacher and I have a home. I can finally look back and say, "Wow, I did it!"

"Without Bridge, I wouldn't have had all the support I needed to get myself through

school, work part-time and be there for my kids. Without Bridge, my kids wouldn't have the life that they deserve."

Jaleen's family is just one of nearly 800 families that has moved from homelessness to hope in the past 27 years, thanks to Bridge Communities. Bridge's comprehensive program of housing, mentoring, tutoring, financial coaching, job assistance, community programming and more is changing lives and breaking the cycle of poverty for homeless families in DuPage County.

Bridge was founded in 1988 by Mark Milligan and Bob Wahlgren, who volunteered with the DuPage PADS site at their church. One evening, they noticed a woman come in to seek shelter for the night, and with her was her eight-year-old daughter. Both parents themselves, that image hit home for Milligan and Wahlgren—and they resolved to do something about it.

They believed that if they could help one homeless family—raise enough money so that one homeless child could have a safe place to sleep—then maybe, they could make a difference. So they mobilized their friends and family, gathered enough donations to do exactly that, and signed a three-month lease to help a homeless couple and their young son.

What Milligan and Wahlgren didn't know at the time, was that this single act of kindness would launch an organization that would connect hundreds of homeless families to a better future.

As their team of volunteers and supporters grew, they began to help more and more families and formalized the structure of the Bridge program. Families were matched with Program Partners: churches and community organizations that would fund the housing for the families and provide volunteer mentors to teach the families budgeting and life skills.

Bridge went from renting single apartments to purchasing its own apartment buildings—now numbering 22 sites throughout DuPage County—to house

families, and building Learning Resource Centers inside to provide space for community programming, tutoring, workshops and more.

The dream was not only to fight homelessness but also to teach families how to improve their lives so they'd never become homeless again. As nearly 800 families have successfully gone through the Bridge program and become independent, this dream has become a reality.

Today, more than 300 volunteers, 21 staff members and countless donors connect homeless families to a brighter, self-sufficient future through Bridge Communities. In 2014 alone:

- 128 families were part of Bridge Communities
- 61 Bridge clients found new jobs through Bridge's employment services
- 93 Bridge clients (adults and children) received tutoring and/or education assessments
- 30 clients enrolled in college courses or vocational training
- 14 clients graduated from college or earned professional certifications

To learn more or to get involved, please visit [www.bridgecommunities.org](http://www.bridgecommunities.org).



Jaleen graduated with her bachelor's degree in elementary education and started her new job as a kindergarten teacher this fall!

## Member News



In March, **Samantha Fisher**, MPA, joined DuPage Habitat for Humanity as director of development. Since joining, their staff has hosted the 2015 Building On! Executive Build, 8th Annual Golf Tournament & Liberty Mutual Invitational, welcomed over 60 corporate build partners to their construction sites, launched a direct mail program and currently are gearing up for Women Build Week scheduled September 12-19.

Fisher became engaged with Habitat for Humanity after reading "Theology of the Hammer" as part of her undergraduate studies at Northern Illinois University, where she earned a bachelor's in sociology and a master's of public administration. Becoming "hooked" on her first build, she spent every college spring break on various build sites across the U.S.

As a homeowner, she frequented her local ReStore, which takes donations of new and gently used building materials and sells them to the general public. The proceeds fund DuPage Habitat's mission of providing affordable housing.

This year, DuPage Habitat strives to serve a record number of 26 families. Since its founding in 1976, Habitat for Humanity has built more than 800,000 houses around the world, providing more than 1 million people with safe, decent, affordable shelter. For more information or to volunteer, please visit [www.dupage-habitat.org](http://www.dupage-habitat.org).



**Patti Gillespie** joined the Oral and Maxillofacial Surgery Foundation as program manager in June of 2014. The OMS Foundation is dedicated to advancing the specialty through funding of research, fellowships, scholarships and educational programs. The over \$12 million raised makes further development of new areas of scientific study possible, which will affect the care of patients now and into the future.

Gillespie's responsibilities include grant management, scholarship programs, and serving as staff liaison to the Committees on Research and Fellowships and the Foundation Alliance. She enjoys working with applicants, scholarship recipients and leaders of the OMS specialty through special events, gathering of program outcomes and stewardship activities.

Her nonprofit background includes positions with St. Jude Children's Research Hospital, National Ovarian Cancer Coalition, Easter Seals DuPage & Fox Valley and Society of the Plastics Industry. She also serves on WSPN's membership committee.



In April, **Cathy Mousseau** joined the Aurora Area Interfaith Food Pantry as director of development. She brings a significant background in resource development to the newly established position, having cultivated donor relationships among key constituencies for a variety of nonprofits including food pantry programs.

For 34 years, the Pantry, [www.aurorafoodpantry.org](http://www.aurorafoodpantry.org), has helped to reduce food insecurity and hunger and their negative impact on the individuals who experience them and on the community as a whole. One thousand families, who might otherwise go hungry, receive free food each week.

Mousseau will play a key role in the implementation of a five-year strategic plan and a resource-development plan by helping establish best practices to solidify and enhance fundraising functions, bring a focus to major and planned gifts and foundation grants, oversee marketing and communications, and grow the agency's development presence in the communities it serves.

In 2008, Mousseau founded Mousseau Consulting Group LLC to research and write grant proposals for leading social service organizations. She is currently a board member of NEW 200 Foundation, a member of People's Resource Center Fund Development Committee and a former board member and secretary of WSPN. She held leadership positions in her church, Community Unit School District 200 and United Way of Wheaton/Carol Stream. She holds an MBA from the University of Chicago Booth School of Business.



In March, **Pamela Paulsen** was elected president of Network for Educational Excellence in Wheaton Warrenville. In this role, she will strengthen NEW 200 Foundation, [www.NEW200.org](http://www.NEW200.org), through board expansion and increasing business sponsorships.

NEW 200 is an all-volunteer education foundation with a mission to enhance the learning experience of District 200 students. The Foundation bridges the gap between Community Unit School District 200 budget limitations and the desire to expand educational opportunities for students.

Paulsen joined the Foundation after attending the district's community engagement sessions. Since learning about the Foundation's declining growth, her goal has been to revive NEW200 through raising awareness among local businesses and increasing parent participation. She is excited about the opportunity to build and grow the Foundation into a strong asset for the benefit of the community.



In November, **Susan Stellmacher** joined DuPage Children's Museum as director of development, and brings over ten years of nonprofit experience. Her responsibilities include managing senior staff, strategic planning, relationship building, fundraising, program development and contributing to the growth of the Museum's annual budget of \$3.5 million. She most recently held the role of director of major and planned giving for Lawrence University in Appleton, Wisconsin.

DCM is more than a museum; it's a force for early learning. Via interactive exhibits and programs that make learning fun for children and adults playing together, DCM helps develop curiosity, creativity, thinking and problem solving in young children.

Though DCM has been closed since January when a water pipe burst, it recently had an extremely successful gala, garnering net proceeds of over \$380,000 and will reopen on Sept. 19. Fundraising plans include AWEsome Energy, a massive permanent exhibit that will cover one-quarter of the DCM's 17,000 square feet of exhibit space. For more information, visit [dupagechildrens.org](http://dupagechildrens.org).

### Share your Member News:

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

## Building Our Membership

**D**o you want to get more out of your membership? WSPN is a volunteer-run organization solely dedicated to providing guidance, networking opportunities and education to those who serve non-profits in the western suburbs.

What can you do? Join a committee, invite friends to programs and encourage colleagues to join. As our ranks grow, we are able to improve our programs, social events and educational opportunities for members.

If you'd like to get further involved, contact me at [mdyer@dupageforest.org](mailto:mdyer@dupageforest.org); we have a spot for you!

Thank you,  
Mark Dyer, membership chair, [mdyer@dupageforest.org](mailto:mdyer@dupageforest.org)

### 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.



Scan to join.

Join online or by downloading a membership application.  
Non-transferable dues are \$40 per year.



[tinyurl.com/WSPNFacebook](http://tinyurl.com/WSPNFacebook)



[twitter.com/WSPNOnline](http://twitter.com/WSPNOnline)

### 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) and update your contact information.  
Request a new password if you've forgotten it.

Also, join WSPN on LinkedIn to extend your networking possibilities.  
Be a part of the dialog.

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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).**

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**Thursday, Sept. 17**      **Topic:** Giving USA 2015 Report: What does it mean for your nonprofit?  
**Speaker:** Peter Fissinger, president and CEO, Campbell & Company  
**Panelists:** Megan Selck, president & CEO of Loaves & Fishes; Jill Koski, VP of development of The Morton Arboretum; TBD  
**Location:** DuPage Children's Museum, 301 N. Washington Street, Naperville, IL 60540

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### Penelope Burk Partners In Philanthropy Day

Register for one or both sessions. Networking and continental breakfast begins at 7 am.

Networking and deli-style lunch begins at noon.

**Tuesday, Oct. 6**      **Speaker:** Penelope Burk, president, Cygnus Applied Research, Inc. and author of Donor-Centered Fundraising and Donor-Centered Leadership  
**Session 1:** 8 a.m. (includes breakfast) - Donor-Centered Leadership: What it takes to build a high performance fundraising team  
**Session 2:** 1 p.m. (includes lunch) - Under the Radar: Young Donors' Philanthropy  
**Hosted by:** West Suburban Philanthropic Network, SouthWest Suburban Philanthropic Network, and Suburban Chicago Planned Giving Council  
**Location:** Bobak's Signature Events, 6440 Double Eagle Drive, Woodridge, IL 60517

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**Thursday, Nov. 19**      **Topic:** Ask the Accountant  
**Save these Dates, too . . . more information to follow.**

**Thursday, Dec. 10**      Holiday Party

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