



25 YEARS

The Women's Philanthropy Council
of the University of Wisconsin Foundation

Symposium: Inspire. Share. Lead.
Friday, September 19, 2014 | Fluno Center
University of Wisconsin-Madison

Inspire. Share. Lead.



25 YEARS

The Women's
Philanthropy
Council



UNIVERSITY OF WISCONSIN
FOUNDATION

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25 Years: The University of Wisconsin Foundation's Women's Philanthropy Council Symposium

8:00 a.m. Registration and Continental Breakfast

First Floor Lobby
Fluno Center

9:00 a.m. Welcome and Opening Session

Howard Auditorium
Fluno Center

Judy Jorgensen

Chair, Women's Philanthropy Council

Martha Taylor

Vice President, University of Wisconsin Foundation

Martha Taylor is an internationally recognized leader in philanthropy and fundraising. She has been a development professional at the University of Wisconsin Foundation for almost 40 years, as well as an author, researcher, mentor, philanthropist, donor educator and pioneer in the field of women's philanthropy. She was the first woman vice president in development in the Big Ten.

In 1988, Taylor cofounded the UW Foundation's Women's Philanthropy Council, the first women's major gift program at a coed university. In 1991, she took the council's message nationwide, empowering women to be major philanthropists in an area of their passion and out of compassion.

With Sondra Shaw-Hardy, she cofounded the Women's Philanthropy Institute in 1991, at a time when the issue of women in philanthropy was rarely discussed. She's now one of the leading voices for women and philanthropy — both in educating donors and helping to change development procedures to reach women. Taylor has coauthored the three major books on the subject of women's philanthropy and traveled nationally and internationally to give speeches and seminars. And she has mentored many fundraisers in a philanthropic partnership approach to development.

Keynote

Claire Gaudiani

“Women as Social Entrepreneurs in the History of America”

Claire Gaudiani is an expert on the history and economics of American philanthropy. A civic leader who speaks widely about the synergy of capitalism and philanthropy, she encourages donors, financial advisers, corporate leaders and politicians to harness America’s tradition of moral entrepreneurship to solve today’s problems of poverty and inequality. Gaudiani is an adjunct professor of philanthropy at New York University’s Wagner School of Public Service.

10:15 a.m. Breakout Session 1

A) “Giving Circles,” room 219

In 25 years, an enormous paradigm shift has shaken the philanthropic world: women are now recognized as bona fide philanthropists. Whether through increased earnings, control of their family’s income or inherited wealth, women have come to realize the power of their purses.

This session will focus on how women’s giving has changed philanthropy and created new ways of giving that have never before been employed in such numbers. Thousands of women have benefitted from this amazing journey, and session leaders Shaw-Hardy and Willoughby will inspire you to replicate a giving fund in your community.

Mother Teresa said, “The ocean is made of drops.” Together, we can continue to create this powerful wave to maximize the full potential of women’s philanthropic leadership in our communities.

Sondra Shaw-Hardy is an internationally recognized leader in women’s philanthropy, chairing the first national conference on women’s philanthropy in 1991, and coauthoring with Martha Taylor “Reinventing Fundraising: Realizing the Potential of Women’s Philanthropy.” The book is considered the bible of women’s philanthropy. She has authored or coauthored the first three books on creating giving circles, including one directed toward youth.

Colleen Willoughby is a cofounder and president of the Washington Women's Foundation, an organization she helped to establish in Seattle in 1995. It helps to create a new fund of major money for women donors and to educate these donors to become effective philanthropists.

Cheryl Altinkemer, moderator, is the associate vice president of advancement at Purdue University, where she is responsible for managing half of the university's advancement and development directors. Altinkemer is a founding board member and past chair of the national Women's Philanthropy Institute.

B) "Social Transformations to End Exploitations and Trafficking for Sex (STREETS)," room 221

Team members will present plans for the exciting, new STREETS initiative to apply the energy and resources of UW-Madison to help end the scourge of modern-day slavery, especially as it relates to sexual exploitation of women and girls. They will talk about new partnerships that are being forged between UW-Madison and service providers in Dane County and around the world, including Nepal. You will learn about the opportunities that we have to collaborate with women who are surviving, thriving and leading change in their communities.

Jan Miyasaki is the director of Project Respect, a Dane County, Wisconsin-based social service agency that provides services to adults and juveniles who have been victimized through sex trafficking and prostitution. She holds a J.D. from Marquette University Law School and has received numerous awards for her work, including the Individual Excellence Award from the Madison Community Foundation, the Woman of Achievement Award from the Wisconsin Women of Color Network and the Partnership in Building Trust Award from the Madison Police Department.

Sweta Shrestha is the education programs associate for the UW-Madison Global Health Institute, where she serves as an adviser and instructional specialist for both the graduate and undergraduate Certificates in Global Health and the associated field experiences. Shrestha has a background in neurobiology and earned her master's degree in public health and a graduate global health certificate from the UW-Madison School of Medicine and Public Health. Her previous global health experience includes community-based family planning in Uganda and health-care services in

her native Nepal. Currently, she leads the global health field experience in Nepal and is engaged in a range of Global Health Institute initiatives, including Quality Improvement and Orphans and Vulnerable Children.

Jean Geran, moderator, a senior fellow at the Sagamore Institute, founded a social enterprise called Each, Inc. to provide technology support to child-care practitioners globally. She helped to establish a think tank in London to work on human trafficking issues and child protection. She served as the director for democracy and human rights on the National Security Council and as an adviser on United Nations reform, and in 2007, she received the UW Distinguished Young Alumni Award.

11:15 a.m. Breakout Session 2

A) "Catching a Porcupine: A Thoughtful Approach to Family Philanthropy," *room 219*

Family philanthropy has grown enormously over the last 30 years, reflecting many families' desires to express their shared values through giving back. But is family philanthropy for you? In this session, you will learn about the opportunities and rewards that can come from giving together, as well as the potential pitfalls. We'll also look at the distinctive perspectives and gifts that women can offer to this experience. Participants will learn from different models for family philanthropy and leave with practical ideas that they can apply to their own giving.

Jane Leighty Justis is chair of the board of the Leighty Foundation, founded by her father in Waterloo, Iowa, in 1985. The foundation's interests are in the areas of earth protection, education, volunteer engagement and the promotion of philanthropy. Leighty Justis currently serves on the board of the National Center for Family Philanthropy.

Ellen Remmer is a senior partner of The Philanthropic Initiative, a nonprofit organization working to increase the impact of philanthropy in society through the promotion of strategic philanthropy, as well as a consulting practice that helps family, foundation and corporate donors to move up the philanthropic curve. She is on the board of directors of the Remmer Family Foundation and on the board of visitors of the Lilly Family School of Philanthropy, where she chaired the Women's Philanthropy Institute.

Debra Engle, moderator, is the senior consultant for campaign and principal gifts at the Oklahoma State University Foundation. She also leads the Women for Oklahoma State University program, which is focused on engaging and inspiring women to provide philanthropic leadership at OSU.

B) "Global Artisans: Design and Micro Enterprise," room 221

In this session, you'll learn how UW students and faculty are working with marginalized women in Mexico, Ecuador and Kenya to help them develop microenterprises that improve their own lives, as well as those of their families and communities. You'll hear about the new School of Human Ecology course called "Global Artisans: Pragmatic Design and Radical Collaboration" and the efforts of the student organization Wisconsin Without Borders Marketplace. These two groups are working together to design and market products made by their women partners around the world. (Read more at the end of this program about the necklace you received today.)

Jennifer Angus teaches in the Design Studies department at UW-Madison. She received her BFA from the Nova Scotia College of Art and Design and her MFA from the School of the Art Institute of Chicago. She has exhibited her work in Australia, Canada, Germany, Japan and Spain. At UW-Madison, she has received annual grants from the Graduate School, as well as a Vilas Associate Award, the Emily Mead Baldwin Bascom Professorship in the Creative Arts and, most recently, a Romnes Fellowship.

Janet Niewold leads UW-Madison's global health field course "Microenterprise and Health in Ecuador" and is the founder and adviser for Wisconsin Without Borders Marketplace. She also has a lead role in the newly funded Community Health and Well-being through Design and Microenterprise project in the UW School of Human Ecology. Niewold has a master's degree in Latin American studies from UW-Madison.

Dee Warmath, moderator, is an assistant professor of consumer science in the UW-Madison School of Human Ecology. She earned her PhD from the school in 2012. During her career in consumer insights and retail strategy, she has developed a strong interest in the outcomes of decisions for consumers.

Noon Luncheon

Oros Dining Room

Remarks

Provost Sarah Mangelsdorf

Tashia F. Morgridge

UW-Madison Provost **Sarah Mangelsdorf** is the former dean of Northwestern University's Weinberg College of Arts and Sciences and held a similar position at the University of Illinois. She earned a bachelor's degree in psychology in 1980 from Oberlin College and a doctorate in child psychology in 1988 from the University of Minnesota. She joined the University of Illinois psychology department in 1991, serving as associate provost from 2001 to 2003 and head of the Department of Psychology from 2003 to 2004. She also served for four years as an assistant professor of psychology at the University of Michigan. Her research interests include social-emotional development, attachment and temperament, and family systems.

Tashia F. Morgridge is the honorary chair of the WPC 25th anniversary celebration. She received her bachelor's degree from UW-Madison and her master's degree from Lesley University in Massachusetts. She has devoted her career to special education at the elementary school level. Her volunteerism, philanthropy and board service have focused on children, young adults and civic engagement. She is an emerita member of the Women's Philanthropy Council, serves on the School of Education Board of Visitors and was a member of the 2013 UW-Madison Chancellor Search and Screen Committee. She and her husband, John, jointly serve on the Chancellor's Advisory Board, the UW Campaign Planning Committee, and the boards of the Morgridge Institute for Research and the Fund for Wisconsin Scholars.

1:30 p.m. General Session

Howard Auditorium

Soyeon Shim

"4W Initiative: Women, Well-being, Wisconsin and the World"

Drawing on the strengths of the School of Human Ecology, the Global Health Institute, the Department of Women's Studies, student organizations and partners from government and civil society, the campus-wide 4W initiative (for Women, Well-being, Wisconsin and the World) aims to make life better for women and the world better for all. A range of 4W activities will be realized within a holistic framework that emphasizes basic needs and human rights, equality in relationships and society, leadership and empowerment, and the home, community and sustainable ecology. School of Human Ecology Dean Soyeon Shim will give an overview of how the initiative came about and the important role that the WPC has played in the development of the program. She will also introduce Lori DiPrete Brown, director of the 4W program, to share some updates about plans for 2014 and 2015.

Soyeon Shim is dean of the UW-Madison School of Human Ecology. She previously served as the director of the Norton School of Family and Consumer Sciences at the University of Arizona. Her scholarly research has been in the areas of consumer decision-making, consumer and youth financial behavior, and global retailing.

2:15 p.m. Breakout Session 3

A) "Women's Philanthropy Trends," room 219

By looking at trends in the broader philanthropic landscape, how women connect to them and trends in women's philanthropy, we will accelerate the growth of women's philanthropy at every opportunity. Big-picture ideas coupled with sound, evidence-based research suggest that the 21st century will be the "age of women in philanthropy."

Debra Mesch is the director of the Women's Philanthropy Institute at Indiana University's Lilly Family School of Philanthropy. She is also a professor of public and nonprofit management in the School of Public and Environmental Affairs at Indiana University-Purdue University Indianapolis.

Andrea Pactor has organized four national symposia on women and philanthropy as the associate director of the Women's Philanthropy Institute. She co-developed the first online course about women and philanthropy, "Women and Philanthropy: The Time is Now," in 2010, as well as the 2012 online conference SHEMAKESCHANGE, about the intersection of women, money and philanthropy.

Christine Lodewick, moderator, has served on the UW-Madison School of Education Board of Visitors, the UW Foundation's Women's Philanthropy Steering Committee and the Bascom Hill Society. Active on the national board of the Women's Philanthropy Council, she plans community fundraising events.

B) "Giving Together: Relationships, Finance and Life Fulfillment," room 221

Debates about the future of marriage, the role of women as breadwinners and the diverging demographics of families dominate the pages of the *Atlantic*, *The New York Times Magazine* and other periodicals, but these articles are often heavy on conjecture and light on research. A new initiative at the UW-Madison School of Human Ecology both creates and disseminates research on equality for women and men in relationships, family life and financial decision-making, while embracing central questions of self-worth, purpose and meaning-seeking throughout the life course. Empowering women to have an equal role in finances within a relationship means empowering women's philanthropy at all levels of giving.

The school is creating a workbook called "Giving Together" to help guide couples in their philanthropic discussions and to help them understand the benefits of giving to their personal and relationship well-being. This will be a brainstorming session on what to include in the guide. What are the key questions, as you see them, at the intersection of relationships and women's philanthropy? What questions should young adults ask before

cohabitation or marriage? What topics should be discussed periodically throughout the course of a relationship? What are the most common stumbling blocks? And what further research is necessary in this area?

Christine Whelan teaches in the UW-Madison Department of Consumer Science and is the director of Money, Relationships and Equality Initiative (MORE). In partnership with the Center for Financial Security, she teaches about and researches the topics of self-improvement, gender, relationships formation and purpose throughout the life course.

Lorna Wendt is dedicated to helping others understand and obtain equality before, during and after marriage. She founded and led the Equality in Marriage Institute for 10 years. She also serves on the board of visitors of the UW-Madison School of Music and the Women's Philanthropy Council.

3:15 p.m. Final Keynote

Howard Auditorium

Valaida Fullwood

"African-American Philanthropy and Community-led Philanthropy"

Valaida Fullwood is the author of "Giving Back," a series of stories on philanthropy among African-Americans, developed with photographer Charles Thomas. An expert in international studies and economics, Fullwood has managed international economic-development projects for major corporations while living abroad and has traveled to more than 20 countries. She is the 2014 Lake Distinguished Visitor at Indiana University's Lilly Family School of Philanthropy.

4:15 p.m. Closing Remarks

Judy Jorgensen

Chair, Women's Philanthropy Council

Women's Philanthropy Council

Marla Ahlgren, Madison, WI
Nancy Borghesi, Hilton Head, SC*
Ruth Brown, New York, NY
Debra Byars, Poyntette, WI
Martha Casey, Madison, WI
Debra Cervenka, Duluth, MN
Caroline Fribance, Madison, WI
Kathleen Gottschalk, Wisconsin Rapids, WI
Sharon G. Hadary, Bethesda, MD
Kathleen Harker, Madison, WI
Marlene Hartzman, Washington, DC
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Judy Jorgensen, Chair, Oconomowoc, WI
Mary Kellner, Mequon, WI
JoAnne Krause, Brookfield, WI
Christine Lodewick, Ridgefield, CT*
Phyllis Lovrien, Madison, WI
Jane Mandula, Alpharetta, GA
Anne Martino, Brookfield, WI
Lynn Mecklenburg, Madison, WI
Elaine Mischler, Waunakee, WI
Dorothy O'Brien, Longboat Key, FL
Joy Picus, Reseda, CA*
Pam Ploetz, Madison, WI
Marge Schmidt, Madison, WI
Louise Silberman, Chicago, IL
Kathy Dwyer Southern, McLean, VA
Linda Stern, Old Westbury, NY
Doris Weisberg, New York, NY*
Lorna Wendt, Stamford, CT
Cheryl Rosen Weston, Madison, WI
Katharine Lyall, Honorary Member,
Madison, WI

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Kathy A. Chazen, New York, NY
Simona A. Chazen, Nyack, NY
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Marianne S. Lubar, Milwaukee, WI
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Alice D. Mortenson, Minneapolis, MN

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Carol Toussaint, Madison, WI
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In Memoriam

Alma Baron
Joen Greenwood*
Virginia Harrison
Juanita Sorenson
Charlotte Zieve

* Denotes Past Chair





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