

## Strategic Giving — Translating a philanthropist's values into action

by Vicky Coelho and Chris LaRocco

### How Can I Possibly Make a Difference in the World?

With "big dog" philanthropists crowding the front page news stories, individual philanthropists may wonder where they fit in. Recently, Idaho Nonprofit Center's Statewide Conference Keynote Speaker Kim Klein shared Peter Maurin's view, "Our job is to create a society where it easy to be good." This simple idea clarifies the purpose of our work and echoes our values.

### Pooled Funds Allow for Collaborative Decision Making

The large grants IWCF funds supply resources to those in the field who are designing programs and doing the heavy lifting—running the programs. We give them the fuel to light the fires. Our willingness to trust the recipients allows for their visions to become realities. Last year IWCF gave \$140,000 in pooled grants to do just this. These funds ignite activity to support our values in each of IWCF's five interest areas.

### But Which Projects Should Receive Our Individual Donations?

What about the other \$140,000--our individual designations? Within the IWCF grant process each individual member designates half of her contribution in one or two lumps to be given to the nonprofit of her choice. But how to choose? Suddenly, it seems more complex and complicated. And it is! With over 4000 nonprofit organizations in Idaho (including churches, hospitals, family foundations and so forth), not to mention country-wide or, hold your hat—worldwide, the choices are numerous. How can we individually put our values into action? Which part of the problem will we confront; which part of the solution will we fund?

It is for us to choose wisely—and that's not easy. John D. Rockefeller called philanthropy, "the difficult art of giving." And it is an art involving both the mind and heart. To research individually the way we do collectively may not be practical. It is a big job. And those who do it *well* never say it's easy.

Ask yourself which interest areas will you pursue? If you have a passion, this will be an easy choice. But which nonprofits in that interest area are ready and able to use your funds effectively? Will you want to encourage your friends to follow your example? Are there matching funds available at your office or elsewhere? We each must ask ourselves which "radical" vision should be funded. Which projects will lead my community to a place where *it is easy to be good*?

*Strategic Giving, continued on page 4*



Join our Facebook page:

[www.facebook.com/Idahowomenscharitablefoundation](http://www.facebook.com/Idahowomenscharitablefoundation)

Our "viral" network is vital to our communities, our beneficiaries and our members. Be sure to share IWCF events and opportunities with your Facebook friends and help us spread the word.

## Big Thanks for a successful Fall Symposium!

### Special Thanks

Suzanne and Michael Bergmann

Egyptian Theatre

Allied Graphics

Natalie Hurst—KBOI-TV 2 News Anchor

Julie Weindel—KBOI-TV 2 News Director

Joan Cartan-Hansen

Idaho Public Television—Channel 4

Jennifer Neil—Boise State Advancement

Stephen Bull—Boise State Technical Services

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### Event Sponsors - \$1000

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Idaho EPSCoR

J.R. Simplot Company

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St. Alphonsus Foundation

St. Luke's Health Foundation

Susan Smith

Susie Parrish

# From the President

Dear IWCF Members,

Recently we welcomed photojournalist Paola Gianturco to our Fall Symposium. The event, organized by our outstanding education committee, underscored our own organizational emphasis on thoughtful giving.

Philanthropy – as an act of an individual or group to positively impact the well-being of another – is also an act through which relationships are formed. In her presentation, Paola described for us examples of women-led efforts all over the world where outstanding individuals are making an impact on their communities through leadership, vision and other resources.

Our members are doing the same here through their designations and participation in the grant process. Paola did us the great honor of comparing each of the projects of our 2010 beneficiaries with one of those featured in her work. This brought home an important point. As Idaho Women's Charitable Foundation members, we are building a deeper and more meaningful relationship with our community. What's more, through the act of philanthropy, we are forming a connection with women worldwide and the communities that benefit from their efforts. We are, as thoughtful philanthropists, leaders in a global effort to make the common good that much better.

We cannot let this relationship languish. The needs of individuals in our community, as is true of those everywhere, continue. Furthermore, as IWCF members, we play a dual role: that of maintaining a high level personal philanthropy and in nurturing philanthropy in others.

The act of introducing another to IWCF can have a profound impact on her life. This year we suggested our members become table hosts at the Fall Symposium, inviting friends to hear Paola's message. As a result, more than 400 learned about the impact of what we do. Some will be inspired to become members, adding their resources to ours, and allocating more designated gifts to worthwhile organizations.

One of our table hosts told me recently that the act of inviting guests to fill a table elicited numerous comments, including "I've been meaning to look into IWCF membership." This tells me that there is so much more opportunity than we may realize to nurture philanthropy in others. This is a wonderful insight that I encourage each of you to spend time thinking about this season – what is the impact of your LEADERSHIP as well as your GIFTS?

Thank you to the members of the education committee for this inspired program. Thank you to members of our marketing community who remind us that we can each play a role in spreading our message. Thank you to our membership, communications, & arrangements committees who each played a role in this event. Finally, thank you to our sponsors and table hosts (listed on front page) and for those who led the workshops, organized logistics, invited friends and promoted our efforts.

Thank you each of you for renewing your membership and encouraging your peers and colleagues to look at the IWCF as a mean to become more deeply engaged in our community.

In gratitude,

Susan Smith, President

**2010-2011**

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# Pooled Grants Process Gearing Up for 2011

by Gena Delucchi, Grants Chair

The announcement encouraging nonprofits and other eligible service organizations went out to the media in mid-October and I encourage all IWCF members to make sure your favorite charities are aware of this opportunity for significant funding. Just direct them to our website for the Letter of Inquiry (LOI) form and instructions.

I was so gratified to be able to include the following description in this year's press release: "Founded in 2001, IWCF is an organization of 250 Treasure Valley women whose mission is to inspire other women with the power of collaborative philanthropy. In 2010, IWCF awarded a total of \$141,500 to seven nonprofit projects in Boise, Kuna, Caldwell, Weiser and Horseshoe Bend." Not only did we grant the most money ever, but it was distributed more widely among diverse communities in SW Idaho last year.

If you are able, working on the Pooled Grants selection process at least once gives IWCF members a deeper insight not only into what makes any charitable venture effective, but the numerous nonprofits that address a wide variety of needs in our region as well. All are invited to join the "2011 team": attending the November 3 meeting can be helpful but not required. Please contact me by the end of the month so you can be assigned a workgroup and receive copies of the LOIs to review for that Interest Area.

## What others are saying ...

by Marilyn Shuler

You have heard the stories: a nonprofit with a compelling mission spends 60% of its funds to raise money while another duplicates services provided more effectively elsewhere. Your mailbox is filled with requests for donations and invitations to fundraising events. It's no simple task to determine funding priorities and the places where your money will have the most impact.

**Susan Smith**, talks about our need to practice informed giving. It is what IWCF is all about. Through our grant-making and education arms we learn about community needs, investigate innovative investment opportunities and make informed decisions for maximum impact.

Throughout the year, the education committee hosts a variety of events that includes the Fall Symposium, book reviews, roundtables, tours and panel discussions. It is hard to think of a topic that hasn't been explored in one fashion or another. The committee chaired by **Janelle Wise**, continues to inform IWCF members on community needs so our giving can be effective and thoughtful.

These programs have had an impact. **Susan Chaloupka** loved the art walk. Despite having a passion for the arts, she didn't know about all the public art in Downtown Boise. Her favorite site was the incredible alley between Idaho and Bannock. Take a look yourself!

**Kathy Durbin** is another enthusiastic supporter. She finds the programs well organized and worthwhile and an easy way to become informed. The panel on homelessness gave her perspectives on when and how to give.

**Check us out.** Come to an education event. Join us for a committee meeting. Our aim is to use your time wisely and well. Working together we can make this world a better place.

## Social Connections and Membership

by Gena Delucchi, Grants Chair

Boise is a big small town when it comes to folks being involved in numerous civic, business and nonprofit organizations. If you are contacted personally as an IWCF member by potential grant applicants, your best response is to direct them to our website for the current LOI form that includes our specific guidelines for projects we do/do not fund and what information we require. In a nutshell, IWCF can only fund tax-exempt organizations and our members favor projects that directly benefit people in need. Applicants should understand that the rating of any proposal will vary each year depending on the individuals (up to 40 members) participating in workgroups as well how it compares to other LOIs being considered. As a matter of policy, the Pooled Grants Chair does not meet in person with any applicant, but will provide feedback over the phone or by email.

## Welcome New Members!

Since June 2010

Margi Babcock  
Jennifer Dye  
Mary Eidson  
Aileen Hale  
Jane Hardison  
Jane Houston  
Martha Keener  
Kathy Kustra  
Tracy L'Herisson  
Jennifer Linja  
Gail McGarry  
Jeanie Mooney  
Nancy Jo Ness  
Laurel York Odell  
Barbara Petersen  
Lisa Reed  
Lisa Rendon  
Marisela Therrien

*Positive change through thoughtful giving*

## *Strategic Giving, continued from page 1*

When we look at it this way, we can see that we have an obligation to consider carefully before stepping into this stream. Charity is the simple act of giving to help those in need. But Peter Frumkin reminds us that philanthropy “aspires to do something more lasting and radical.” In his book **The Idea of Strategic Giving**, he goes on to suggest that there are five functions in philanthropy:

- To use private funds to create social and political change
- To locate and support important social innovations (research or breakthroughs)
- To achieve a small measure of equity through the simple redistribution of resources
- To affirm pluralism as a civic value (pure and unapologetic)
- To help givers translate their values into action.

I can start by picking one of these functions that aligns with my values and coordinate that with an interest area that reflects my passions. Next, I seek the nonprofits that are lighting that fire, those whose programs are designed and implemented to solve problems with innovative ideas. The bottom line is, I look for a match of function, values, area of interest, and a nonprofit that is prepared and able to fulfill its promise.

### **How Can We Turn Our Personal Vision Into Action?**

To assist in the individual giving process, the IWCF Education Committee works to bring our attention to important issues--things we need to know to refine our skills as philanthropists: community needs and assets; specific community problems that cry for solutions; the impact of effective programs.

To design this year’s curriculum we looked to **Building Donor Loyalty** by Adrian Sargeant and Elaine Jay. Their simple questions gave us an outline to shop for answers:

- Why do I give?
- How should I give?
- To whom should I give?
- What should we give?
- Can giving be taught?

In the year ahead we plan to unravel answers to some of these questions. IWCF offers five events for this grant cycle.

- Paola Gianturco’s keynote address at our **2010 IWCF Fall Symposium** supplied answers to *why we give*.
- On November 3, a close examination of our grant process to initiate this year’s grant cycle will explain *how we give*.
- On November 16, a panel of community experts will discuss recidivism to partially suggest to *whom we give*.
- On January 11, we’ll look at personal approaches to philanthropy with a personal audit and discussion to help us assess *what we should give*.
- On February 16, a review of tools and considerations used to evaluate applications for impact when deciding to *whom to give*.
- In April, a look at the Star Bridge and River Walk, a 2010 grant recipient.

Individual philanthropists through IWCF magnify their impact by collaborating and giving pooled grants. In addition, each person’s individual philanthropy translates values into action through *strategic giving*. In this way we build a community where it is *easy to be good*.

### **An added note:**

Growth of IWCF’s philanthropic model, patterned after Washington Women’s Foundation (WWF), continues. Last year 25 model organizations from across the United States gathered for monthly conference calls to exchange best practices. After a summer workshop in Seattle with six of the 25, a name, Women’s Collective Giving Group (WCGG), purpose and values were established and generated the will to drive forward for another year of partnership via conference calls. All are welcome to listen to these conversations with the 25 different women’s giving organizations from coast to coast. In addition, San Diego Women’s Foundation will host a nationwide conference in the spring 2011.

## **IWCF Nominations Committee**

Your IWCF organization runs so well and is so successful because many of you become involved beyond being a member. The rewards of joining a committee or taking a leadership position include strengthening IWCF’s role in the community, meeting and working with amazing women, and learning more about the nonprofit world.

Please consider participation on one of the following committees, and call or email the Nominations Chair, Jena Vasconcellos at 343-4330 or [jenavascon@yahoo.com](mailto:jenavascon@yahoo.com) for more information. We need you and will help you match your skills, interests and time with a committee—please don’t wait to be asked!

Let us know if you’re interested in one of the following Board committees or in serving on the Board:

- Grants
- Education
- Finance
- Marketing and Communications
- Membership
- Event Arrangements
- Board of Directors

# IWCF 2010 Fall Symposium — Women Who Light the Dark: The Spark that Empowers Generations

by Jo Anne Minnick

Over 400 members and guests attended IWCF's Fall Symposium's luncheon to hear photojournalist and author Paola Giantrusco's share stories about women worldwide who have brought light and hope to their communities. Paola honored IWCF by pairing the work of our 2010 beneficiaries with projects and women featured in her work from around the world. "She educated everyone about IWCF's involvement in the community while also demonstrating the possibilities worldwide to make an impact," said member **Sue Reents**.

Near capacity crowds populated that morning's workshops. They featured local organizations and their work to help and empower others in our community:

- More than 6000 refugees from 37 countries call Boise home. Founded in 2009, **Artisans4Hope** creates a place for refugees to make and sell traditional handicrafts by knitting, sewing and weaving using recyclables. Their programs help refugees create a marketable product and learn English language and business skills necessary for their occupation. [www.artisans4hope.org](http://www.artisans4hope.org)
- In 1995 committed individuals in connection with **St. Alphonsus Hospital** began **Project Haiti** to benefit St. Damien Hospital and its affiliated orphanage. Each year a medical mission team has traveled to Haiti bringing much needed medical assistance. Father Rick Frechette, St. Alphonsus' liaison in Haiti, remains undaunted even after the devastation from the earthquake and the increase in need. "We save the world one child at a time," he said. "We will rebuild." [www.saintalphonsus.org](http://www.saintalphonsus.org)
- **Micro Enterprise Training and Assistance's (META)** provides access to capital and other resources to refugees and other disadvantaged entrepreneurs to start, strengthen and expand their businesses. While these groups are often overlooked by business support services and banks due to language, cultural and economic barriers, META can move them beyond minimum wage jobs through business training, language learning and start up business capital. [www.metaidaho.org](http://www.metaidaho.org)
- 80% of refugees are women and children many of whom have survived the horrors of war, brutal violence, rape, persecution, political oppression, and ethnic cleansing. Most have lost loved ones, as well as their identity and property and are separated from their culture and their sense of community. Many suffer from injury, stigmatization, shame, anxiety and a feeling of hopelessness. When they arrive in Boise, they face language and cultural barriers; plus, they initially have no way of earning a living to provide for their families. The local **International Rescue Committee (IRC)** provides resources for the refugees and empowers them to achieve integration into the community and offers opportunities for healing. They provide language and practical skills tutoring, instruction on rights and responsibilities and help with job searches. They also provide a mentoring program that allows accelerated integration and success. [www.theirc.org](http://www.theirc.org)

Whether participants attended the luncheon or the full symposium, each was enlightened by the experience. "The Symposium brought people together for education and energized the crowd." **Hindi Morland** said.



Paola Giantrusco. Photo by Susan Chaloupka.

## Checking in with ...

**Terry Reilly Health Services — 2009 IWCF funded project**  
**Preventing Dental Disease for Pregnant Women, Babies and Diabetics**

According to one dental hygienist, "one of the substantive byproducts of the program has been the influence it has had on family members who began to participate even though they were not part of the designated group. Now, because mom is 'on top of it,' they are too and, hopefully, so will their children. In our view, the program has been a 'generational' success, not simply a single-patient-at-a-time success."



Idaho  
Women's  
Charitable  
Foundation

P.O. Box 6164  
Boise, Idaho 83707

## Save the Date!

*November 16, 2010*

*11:30 a.m. to 1:00 p.m.—Esther Simplot Performing Arts Academy*  
Education Event—Reducing Recidivism: Justice and Solutions

*January 11, 2011*

*11:30 a.m. to 1:30 p.m.—Esther Simplot Performing Arts Academy*  
Education Event—Personal Philanthropy

*February 11, 2011*

*11:30 a.m. to 1:30 p.m.—Home of Susan Smith*  
Valentine Cocktail Party

*February 16, 2011*

*11:30 a.m. to 1:00 p.m.—Esther Simplot Performing Arts Academy*  
Grants Education Meeting—Proposal Evaluations

*May 9, 2011*

Annual Meeting and Grants Awards

[www.IdahoWomensCharitableFoundation.org](http://www.IdahoWomensCharitableFoundation.org)