

The 25th Annual  
**National Philanthropy Day®**

CHANGE THE WORLD



WITH A GIVING HEART

*Celebration*

Friday, November 4, 2011

**The Westin St. Francis Hotel**

335 Powell Street

San Francisco, California 94102

# THE ASSOCIATION OF FUNDRAISING PROFESSIONALS- GOLDEN GATE CHAPTER

Founded in 1971, AFP-Golden Gate Chapter works to make the Bay Area nonprofit community stronger and more able to support vital human needs, advance learning, lift the human spirit, preserve the environment, and build healthy communities. AFP-GGC champions diversity and enjoys a high level of volunteer participation.



AFP-GGC provides professional support, education, and career enhancement opportunities for Bay Area fundraising professionals. With close to 500 active members, it is one of the largest chapters of AFP in the nation. AFP-GGC is deeply grateful for the generous contributions of Bay Area foundations, corporations, and individuals who make our dynamic educational programs possible.

*Welcome*

## **Dear Colleagues and Community Members:**

Welcome to the 25th annual National Philanthropy Day 2011 and thank you for participating in the town hall, philanthropy forum and awards luncheon of the Association of Fundraising Professionals -- Golden Gate Chapter (AFP-GGC).

National Philanthropy Day is a special day of recognition and reflection observed internationally and in 100+ cities. Each November, we recognize the outstanding people and institutions who “change the world with a giving heart,” going above and beyond to contribute to the common good here and across the world.



According to Wikipedia, philanthropy means “the love of humanity”—love in the sense of nourishing, developing or enhancing human potential. The purpose of National Philanthropy Day is to recognize the outstanding contribution of philanthropy, and the donors, volunteers, organizations and leaders who most strongly embody this concept. The awardees we are honoring today represent the innovation and generosity that are hallmarks of this region. Please join with us as we recognize how each award recipient, including our “Spirit of Philanthropy” table awardees, make an extraordinary impact on the lives of others.



Thank you for joining us today – your very presence is a gift. We hope that you will take a moment to reflect on the important impact you are making to advance the common good.

Sincerely yours,

### **Andrew Kaufteil**

Co-Chair, National Philanthropy Day 2011  
University of California, San Francisco

### **David Madson**

Co-Chair, National Philanthropy Day 2011  
California Pacific Medical Center

# PROGRAM AGENDA

11:15 a.m. – 12:00 p.m.

## RECEPTION AND REGISTRATION

12:00 p.m.

## WELCOME AND ACKNOWLEDGEMENTS

**Belva Davis**, Award-winning broadcast journalist and author  
**Andrew Watt**, President and CEO, AFP International



**Belva Davis** is an award-winning journalist who has covered Bay Area politics for four decades. Her recently published memoir, [Never in My Wildest Dreams: A Black Woman's Life in Journalism](#), recounts her near half-century in media. She was the first African-American woman hired to work in the television industry in the western United States, and is one of 500 journalists nationally to be profiled in the NEWSEUM, the world's first interactive museum of news. She is the host of KQED-TV's Friday night current affairs program, "This Week in Northern California." Davis has earned eight local Emmys for her reporting and three honorary doctorate degrees, including one from Sonoma State University, for her television work and community service. She is the recipient of numerous community service awards for her volunteer work on behalf of a wide variety of causes. As the National Equal Employment Opportunities chair of AFTRA, the television union, she spent countless hours advocating for women, minorities and the disabled. Davis is a trustee of Fine Arts Museums of San Francisco, Museum of the African Diaspora, War Memorial Center for the Performing Arts, and Institute on Aging. She also is a member of the San Francisco Chapter of Links Inc. and is an honorary member of Alpha Kappa Sorority.

**Andrew Watt**, is president and chief executive officer of AFP. Watt serves on the board of directors for AFP, the AFP Foundation for Philanthropy and the AFP Foundation for Philanthropy-Canada, and also leads the association's professional staff in Arlington, VA, Toronto, and Mexico City. Watt joined AFP as vice president for international development in 2006 and was promoted to chief programs officer in 2008,



and led the Membership and Professional Advancement Divisions of AFP. From 1993-2005, Watt was employed by the Institute of Fundraising in the United Kingdom, a professional membership organization for fundraising professionals. In 2006, Watt was made an honorary fellow of the Institute of Fundraising, in recognition of his extraordinary service to the profession. Watt has been a strong proponent of the value of the nonprofit community and fundraising throughout his career. Viewing nonprofits as a critical interface between the public and government, he has long emphasized the importance of forging strong consensus-based coalitions both within the philanthropic community and between the public and private sectors that demonstrate the value and impact of charities and their work. Watt is a graduate of the University of Edinburgh and is married with two children.

## **IN TRIBUTE PRESENTATION**

### **AWARDS PRESENTATION**

OUTSTANDING FOUNDATION PROFESSIONAL

**Sandra R. Hernández, MD**

OUTSTANDING PHILANTHROPIST

**William Draper**

OUTSTANDING FOUNDATION/COMMUNITY  
GRANTMAKER

**Asian American/Pacific Islanders in Philanthropy**

OUTSTANDING FUNDRAISING VOLUNTEER

**Julie Parish**

HANK ROSSO OUTSTANDING FUNDRAISING  
PROFESSIONAL

Sponsored by Pamela Cook Development Search

**Rachael Smith Fals**

### **TABLE HONOREE PRESENTATION:**

SPIRIT OF PHILANTHROPY AWARDS

### **AWARDS PRESENTATION**

VINEYARDS AWARD

**BAYCAT**

OUTSTANDING CORPORATE GRANTMAKER

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**Shartsis Friese LLP**

OUTSTANDING PHILANTHROPIST

**George Zimmer**

OUTSTANDING YOUTH IN PHILANTHROPY

**Paddy O'Brien**

### **CLOSING REMARKS**

Special treats provided by Pie Ranch and UCSF

Award videos filmed and produced by BAYCAT

Stage Drapery provided by IMAGE THREE Event Design and Production

Writing and editorial services provided by Debra Jacob [debrajacob.pr@gmail.com](mailto:debrajacob.pr@gmail.com)

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*Partial listing as of October 20, 2011*



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THE CHRONICLE OF  
**PHILANTHROPY**



# The 25th Annual National Philanthropy Day®



M:W



Pamela A. Cook, ACFRE

Development Search



## AWARDEES

## Outstanding Foundation Professional

*The Outstanding Foundation Professional Award honors a foundation professional who individually initiates or supports creative nonprofit efforts and who works to develop philanthropic partnerships with organizations and communities. This will be a professional whose individual contributions to non-profit/foundation philanthropic teamwork is exceptionally effective or unique.*

### **Sandra R. Hernández, MD**

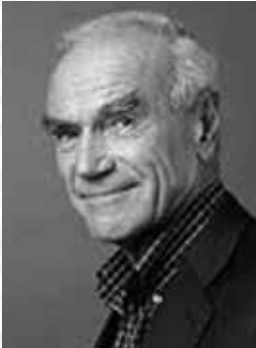


Over the past 60 years, The San Francisco Foundation has built a reputation for making an impact in the community through philanthropy. As a catalyst for change, through its network of philanthropists and civic leaders, the Foundation brings resources together to support and build on the strengths of the people and places within the Bay Area. For over 14 years CEO Sandra R. Hernández MD has shaped the Foundation to be the responsive and inclusive community resource that it is today. Dr. Hernández's compassion, vision and leadership in enhancing the quality of life for all Bay Area residents through her role in healthcare reform, her advocacy for the homeless, her support of the revitalization of San Francisco parks, and her enthusiastic and creative support of the arts, is without peer. A successful young physician who had already made her mark academically and politically, Sandra led the Foundation to embrace new missions and to take on new roles in supporting the underserved and forgotten. Dr. Hernández is known as a person of high integrity and deep commitment. She has taken difficult stands, and has not sought the popular or easy way in charting the Foundation's course. A graduate of Yale University, Tufts School of Medicine and the John F. Kennedy School of Government at Harvard University, Dr. Hernández currently serves on the boards of Blue Shield of California the Blue Shield of California Foundation, First Republic Bank, Mills College and The Bay Citizen.

## Outstanding Philanthropist

*The Outstanding Philanthropist Award is presented to an individual or family with a record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility and who encourages others to take philanthropic leadership roles in their communities.*

### **William H. Draper, III**



Bill Draper was one of the West Coast's first venture capitalists, supporting early-stage companies for more than 50 years, and has donated his time and money to worthy causes as a way of building community and demonstrating the importance of civic leadership. Not only is Bill a generous contributor to organizations in the Bay Area and around the world, but he has inspired others to make similar commitments in advancing the social good. An entrepreneur by nature,

Bill's commitment to social change has taken many forms, from creating the Human Development Report at the UN Development Programme, when he was Administrator and CEO, to helping to create the Global Philanthropy Forum. With his continued engagement, the Global Philanthropy Forum has built a community of donors and social investors committed to international causes and has transformed the way philanthropists come together to collaborate on global issues. Bill founded the Draper Richards Kaplan Foundation to support, at their earliest stage, a wide variety of entrepreneurial ventures tackling tough social issues both in California and around the world. He has invited philanthropists to join this effort, and has recently raised \$27 million to increase the reach of the foundation. Draper Richards Kaplan has delivered a remarkable impact in just a few years.

## Outstanding Foundation/Community Grantmaker

*The Outstanding Foundation or Community Grantmaker Award recognizes a private or community foundation or community grantmaking organization that provides financial support, inspiration, encouragement and motivation to nonprofits and grantmakers alike, as well as develops innovative approaches to philanthropy.*

### Asian American/Pacific Islanders in Philanthropy (AAPIP)



AAPIP's national interest is to build philanthropy in its communities, and to build greater access to philanthropic resources for communities that are often invisible to organized philanthropy. AAPIP is an innovative affinity group in the field of philanthropy, not a foundation. By investing in the issues that matter most—building leaders

and lifting their voices in social and policy debates—they are powering the change and the future they want to see for their own communities. AAPIP has provided over \$4 million in grants and \$5 million in capacity-building support to communities that otherwise would have limited or no access to philanthropic resources. This year, AAPIP will complete nearly \$1 million in grantmaking through its development of a national network of giving circles. AAPIP has established leading philanthropic programs that build a stronger bridge between philanthropy and communities. AAPIP is committed to building democratic philanthropy, a practice that listens to and starts with the vision of communities, and that invests in a community's own assets as the starting place for any blueprint to maximize potential. It is a call to leverage individual action for collective good. AAPIP's members include foundations, staff and trustees of grantmaking institutions, and nonprofit organizations in 10 regional chapters in the U.S. Peggy Saika joined AAPIP as President and Executive Director in 2000, and has since served as a trustee to The California Wellness Foundation, New World Foundation, Ms. Foundation and Mertz Gilmore Foundation. She is currently a trustee of The San Francisco Foundation.

## Outstanding Fundraising Volunteer

*The Outstanding Fundraising Volunteer Award is presented to an individual who has demonstrated exceptional leadership skills in coordinating groups of volunteers for major fundraising projects of more than one nonprofit organization. The recipient should demonstrate exceptional skills coordinating and inspiring groups of volunteers for fundraising projects that benefit charitable institutions and that show a commitment to the advancement of philanthropy.*

### Julie Parish



Julie brings joy, passion and intelligence to her fundraising for the Golden Gate National Parks Conservancy. She made her first gift to the Parks Conservancy in 1988, soon after the agency was created to serve as the nonprofit partner for the newly established Golden Gate National Recreation Area. Since then, she has become one of the Parks Conservancy's most effective leaders, serving as an ambassador for the parks, guiding her fellow trustees and committee members

with creative and inspiring ideas, and motivating staff and fellow volunteers. During the past 23 years, Julie's leadership role has helped the Conservancy to raise nearly \$100 million in capital and leadership gifts to support trails, open space conservation and stewardship, and for the Crissy Field Center's many youth outreach and education programs. Her many accomplishments have been borne out of her ability to gather like-minded people of financial capacity to brainstorm. She inspires all around her to be creative as they work toward a shared mission of providing a "park for all, forever." Julie founded the William Kent Society as the Parks Conservancy's major gifts circle. Gifts of over \$5 million have since supported trail building and stewardship, youth leadership and education programs, communications outreach, and volunteer training and equipment. As a Kent Society Advisory Council member, Julie works with committee members to reach out to and engage new constituencies, ranging from young families to young professionals—all dedicated to raising funds for priority projects and getting the park story out to the public.

## **Hank Rosso Outstanding Fundraising Professional**

*The Hank Rosso Outstanding Fundraising Professional Award honors an individual fundraising professional who practices his or her profession in an exemplary manner.*

*Sponsored by Pamela Cook Development Search*



### **Rachael Smith Fals**

Rachael Smith Fals brings a unique combination of passion, commitment, tenacity, wisdom, enthusiasm and knowledge to her job as head of development for Futures Without Violence (formerly Family Violence Prevention Fund). She has worked ably with volunteer and staff leadership to shape and execute a capital campaign for nearly \$20 million and an endowment that will total \$15 million. Her work on the campaign has covered all aspects of donor and fund development, and in each area she has exercised the highest possible skills to attain results. Her untiring commitment to the cause of ending violence has led to solid on-going relationships and superb fundraising results. Colleagues have commended her for embodying the ethics, mission-focus, vision, commitment and values that are at the core of the nonprofit sector. She is noted for seeking input from others and building both trust and consensus at all levels within the organization. The successful completion of the center housing Futures Without Violence at the Presidio is in large part a tribute to Rachael's ability to mobilize staff, volunteers and funders toward gathering the resources to address the very big vision of ending violence against families in our society.



## Vineyards Award

*The Vineyards Award celebrates an organization having less than \$500,000 in private support but which is nonetheless effectively addressing serious community problems. This is a visionary group that, through passionate staff commitment and the innovative use of volunteers and/or community partnerships, is an inspirational model for other nonprofits, philanthropic organizations and individuals.*

### **BAYCAT**



Now in its seventh year, BAYCAT educates, empowers and employs underserved youth and young adults to produce digital media that tells their unique stories and engages them to positively transform themselves, their communities and the world. Under Villy Wang's innovative leadership, the organization strives to use media and technology to facilitate the telling and hearing of stories from the broadest possible range of experiences in a way that moves people to create positive change in their communities. Since its grand opening and successful draw of volunteer talent from the community, BAYCAT has educated over 1,500 students, trained over 250 teachers, and produced over 20 episodes of the award-winning, youth-inspired TV show, *Zoom In*, along with community-based short films highlighting important social issues. BAYCAT's innovative digital media arts classes have shown significant, measurable results in turning around the attitudes, academic performance and education/career aspirations of young people. In addition, Studio BAYCAT has hired over 50 youth and young adult graduates to produce professional marketing collateral and campaigns with international, national and local impact for clients such as Yahoo!, Bank of the West, Union Bank, Citibank, The San Francisco Foundation, The Japan Society, Golden Gate National Park Conservancy, US Department of Interior and UCSF. Overall, even as a nonprofit, Studio BAYCAT has given back by providing more than \$300,000 worth of pro bono or subsidized services to local nonprofits and small business, including AFP-GGC.

## Outstanding Corporate Grantmaker

*The Outstanding Corporate Grantmaker Award recognizes a corporation or its foundation that displays an outstanding commitment to philanthropy not only through its financial support but also by encouraging and motivating others to take leadership roles in philanthropy and community involvement activities.*

*Sponsored by Pacific Gas and Electric Company*

### **Shartsis Friese LLP**



**SHARTSIS FRIESE LLP**

Shartsis Friese LLP has demonstrated a commitment to philanthropy over many years by

offering its financial and human resources to enhance the Bay Area's cultural and civic life, as well as to provide support to the community's children, adults and families. Co-founded by Mary Jo Shartsis in 1975, Shartsis Friese combines and awards cash grants, pro bono legal services and in-kind donations to local legal assistance groups, basic need individuals, youth, cultural groups and civic organizations. Mary Jo serves on the Charitable Contributions Committee, which has selected award recipients including the AIDS Legal Referral Panel, Asian Women's Shelter, Homeless Action Center, San Francisco Food Bank, and many other organizations. Its giving has helped secure affordable housing, reunite families, protect victims of violence and ensure that the Bay Area remains a vibrant place where the performing arts and civic engagement continue to thrive. In addition to its generous giving, the firm established in 2004 the Shartsis Friese Public Interest Fellowship, which was founded to help serve those members of the Bay Area community who cannot afford needed legal services. The Fellowship funds a staff attorney position at a local legal services organization each year for a three-year term. The fellowship is currently housed with Centro Legal de la Raza. Shartsis Friese is one of San Francisco's leading law firms. Known for its trial and litigation capabilities, it is regularly called upon to handle some of the most prominent cases in state and federal court in San Francisco. It maintains premier practices in areas such as hedge funds and investment advisors, securities enforcement defense, real estate, intellectual property, venture capital, and trusts and estates litigation. Mary Jo is a member of the Board of Directors of the San Francisco Legal Aid Society, Employment Law Center and a former chair of the board. She is also a member of the board of directors and vice president of the Association of Business Trial Lawyers, Northern California Chapter.

## Outstanding Philanthropist

*The Outstanding Philanthropist Award is presented to an individual or family with a record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility and who encourages others to take philanthropic leadership roles in their communities.*

### George Zimmer



Best known as the founder of The Men’s Warehouse, Inc., and currently the executive chairman of the board, George Zimmer is a leading philanthropist who has given his life and his money to support his community and the world. He is a corporate leader whose heartfelt sense of humanity developed simultaneously with the growth of his business acumen. George attributes much of his company’s success to integrating his “Servant Leadership” values into the corporate culture. The company’s financial success and “not just spoken but practiced” values of collective honesty, sincerity, integrity, responsiveness, authenticity, mutual goodwill and caring for one another have become his primary focus. He has demonstrated outstanding civic and charitable commitment, and has invested his heart and soul into organizations that have a high impact on the community and the world. His financial generosity, inspirational leadership and strategic vision have supported cutting-edge healthcare, educational and scientific efforts on topics of emerging interest. His philanthropy spans both conventional and alternative programs, seeking breakthrough ideas and efforts that can make a clear difference to individuals and to society. George has led the Men’s Warehouse in its support of numerous national causes, including efforts to support at-risk men attempting to turn their lives around and re-enter the work force. Among his many local Bay Area beneficiaries are the Oakland Zoo, Chabot Observatory, Holy Names University, Children’s Hospital and the Institute of Noetic Sciences, where he has raised gifts of over \$4 million in this decade alone.

## Outstanding Youth in Philanthropy

*The Outstanding Youth in Philanthropy Award recognizes service by an individual or group of young people, ages 5 to 17, who demonstrate outstanding commitment to the community through direct financial support, development of charitable programs, volunteering and leadership in philanthropy. Nominees must be 5-17 years old at the time they are nominated.*

### **Paddy O'Brien**



Paddy O'Brien drew from his experience as a patient at the University of California, San Francisco (UCSF) Benioff Children's Hospital, where early in his treatment he wanted to thank the nurses and doctors who were working to cure him of cancer. He presented them with cookies baked by moms from all over Marin County, for every shift the medical staff worked while he was in the hospital. When he saw how much they looked forward to the cookies, the baking and giving continued. This also gave his friends and

family a way to participate in his treatment. Just 10 months off of chemotherapy, Paddy began to rally for the participation of his friends and family in the Challenge for the Children campaign, a social media-based fundraising contest which concluded in mid-December 2010. Paddy was incredibly successful in achieving all three goals of the Challenge—to raise money and awareness, and make new friends—placing second overall in this contest that raised over \$1,000,000 from nearly 165,000 donations. Not only does he embody the spirit of this Outstanding Youth in Philanthropy Award, he serves as a role model for other children still fighting cancer who look up to him, and a role model to the caregivers inspired by his positive, never-fail attitude. Paddy, now 13, went from being a nine-year old Mill Valley soccer superstar to a cancer patient, grappling with Ewing's sarcoma, a rare bone cancer, in a very short period of time. In spite of having to face the challenges of such an aggressive illness—the loss of his hair, the effects of chemotherapy and the potential loss of his leg—Paddy had the grace to turn his situation into an opportunity to do good for others, the very essence of philanthropic spirit and a remarkable achievement for someone of any age.

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# The 25th Annual National Philanthropy Day®



IN TRIBUTE

## We Remember

**the donors, volunteers, nonprofit and foundation staff who passed away between September 1, 2010 and September 1, 2011. The list below represents the many who contributed to the Bay Area philanthropic community.**

*These individuals truly did  
“change the world with a giving heart.”*

### **Oneida “Mother” Branch**



Oneida “Mother” Branch spent years collecting and providing food and clothing for East Palo Alto’s needy. She was born in New Orleans, La., in 1918, and spent her teenage years in Chicago, Ill. She moved to California in the 1950s with her husband, the late Rev. James Branch, to co-found the St. John

Missionary Baptist Church on Bay Road in East Palo Alto. Soon after moving to East Palo Alto, she became involved with helping those in need, offering shelter, food and clothing to impoverished families. Eventually she founded the East Palo Alto Community Service Center, running it from her home and getting other churches, schools and businesses involved with collecting and donating supplies for the poor, especially during the holidays.

### **Ruth Brinker**



In the early 1980s, after having retired from a career in food services, Ruth Brinker saw friends with AIDS slowly wasting away, too weak to cook for themselves. She began preparing meals in her kitchen and delivering them. Before long, she had started Project Open Hand, one of the first San Francisco charities to support gay men suffering from AIDS. She worked for the organization from 1985 until her retirement in the early 1990s, charming vendors, city leaders and health officials into supporting her charity. Today, almost 2,600 meals a day are served to seniors and those suffering from debilitating diseases. Despite the success of her organization, Ruth never gloated, not even when Mother Teresa visited San Francisco and

noted how much Ruth had accomplished. Her vision has inspired over 100 other organizations that provide nutrition with compassion to their neighbors in need.

## **Patricia Cody**



Patricia Cody, co-founder of one of the Bay Area's preeminent bookstores was best described as quiet but passionate. Patricia opened Cody's Books in Berkeley with her husband, Fred, in 1956, and ran it for 21 years. Although the bookstore closed in 2008, it will long be remembered as "a staple of Bay

Area literary life and a beloved community gathering spot known for its eclectic and political inventory, its lively author readings and its early support of writers such as Allen Ginsberg and Lawrence Ferlinghetti." Patricia's nonprofit activities were devoted to DES Action, which helps people affected by the anti-miscarriage drug diethylstilbestrol. She volunteered at the group's downtown Oakland office for many years, and later worked from home. She also helped found the Berkeley Free Clinic and a variety of peace groups, including Grandmothers for Peace, to protest the war in Iraq.

## **Donald Collins**



Donald O. Collins was the founder of Now Designs, a kitchen gourmet textile design and manufacturing company. He supported nonprofits including Project Open Hand, The AIDS Quilt Project and The AIDS Memorial Grove. In 1997, he established The Donald O. Collins Foundation to provide

grants to Bay Area nonprofits for disadvantaged, homeless, abused and addicted individuals and families. The Foundation also supported nonprofits engaged in programs for recreational experiences, artistic exposure and therapeutic benefits for challenged and underprivileged youth. In 2010, this private foundation transitioned to the Marin Community Foundation as the Donald O. and Ronald R. Collins Fund, a donor-directed fund, continuing on a similar focus and scale.

## **Ann Compton Stephens**



Ann Compton Stephens served as vice president of the Compton Foundation for many years. She was a pioneer in the field of population, women's reproductive rights, world peace and the environment. Ann had a pivotal role in the support and worldwide availability of emergency contraception.

An enthusiastic supporter of music and the arts, she served as president of the Marin Symphony and taught art and "Great Books" at the Ross School. Ann also supported Golden Gate Planned Parenthood, the Headlands Center for the Arts and the California Academy of Sciences.

## **Genevieve "Genie" di San Faustino**



Genevieve "Genie" di San Faustino sought new and better ways to improve the lives of others who are less fortunate in her role as president of the Bothin Foundation for the last 30 years. Like her grandmother and her mother before her, Genie served for years as a director of the Children's Hospital before it merged with CPMC. She was a founder of the San Francisco General Hospital Foundation and served on the boards of the St. Francis Memorial Hospital Foundation, On Lok Senior Health Services, the San Francisco Symphony, the Conservatory of Music and the Fine Arts Museums. Genie became the founding president of the Jane Goodall Institute in 1977.

## **Richard Goldman**



Richard Goldman was president of the Jewish Community Federation and served on the boards of the San Francisco Ballet, the Fine Arts Museums, the World Affairs Council of Northern California and the Commonwealth Club of California. He served the City of San Francisco as a member of

both the Public Utilities Commission and the Port Commission, and held the post of chief of protocol under Mayor Frank Jordan. Richard and his late wife, Rhoda, supported organizations in the San Francisco Bay Area, environmental causes, the Jewish community nationally, Israel, and reproductive rights through the Richard and Rhoda Goldman Fund, which they founded in 1951. They endowed the global Goldman Environmental Prize for grassroots environmental activists in 1989. They prominently supported Congregation Emanu-El, the Golden Gate National Parks



Conservancy for Lands End, the Stern Grove Festival and the University of California, Berkeley.

## **Trudy Heinecke**



Trudy Heinecke, was a long-time and treasured supporter of Habitat for Humanity East Bay. She was a very gregarious, energetic person with an infectious sense of humor. She was never shy about sharing how much she loved her volunteer work at Habitat East Bay. She was one of the founding architects of the annual Build the Dream fundraising brunch, serving as a table captain almost every year the brunch was held. Trudy was a tireless champion of the Thrivent Builds program and helped Habitat secure this annual grant for six consecutive years. Because of Trudy's active involvement with Habitat, she knew the cost to sponsor a Habitat home and this is the exact amount of her bequest gift. Construction of a home will begin very soon at the Oakland Kinsell Commons development, built in the memory of Trudy Heinecke.

## **Ruth Kadish**



Ruth left a legacy of service that still brightens her adopted city. She was a co-founder of Friends of the Urban Forest, which plants trees to promote healthier urban areas. She was a co-founder of the San Francisco Public Health Foundation, which supports the city's public health community. When the Sharon Art Studio faced budget cuts, she formed the Friends of the Sharon Art Studio to support it. As a member of the airport commission, she envisioned public art exhibitions, and the Ruth Kadish Art Gallery now exists to showcase art at SFO. The Morgan YWCA Women's Residence Club has a Ruth S. Kadish meeting room in honor of her efforts. She was a recipient of the Silver Spur award for civic service, and more recently was honored by the Lowell High School Alumni Association for her championing of the school.

## **Catherine "Kay" Kerr**



Catherine "Kay" Kerr was a co-founder of the first environmental organization dedicated solely to protecting San Francisco Bay. She was the widow of former University of California President Clark Kerr. She and two other wives of

UC Berkeley faculty, Sylvia McLaughlin and Esther Gulick, founded Save the Bay in 1961 to fight a plan by the city of Berkeley to fill in part of the bay. The organization became a model of early environmental grassroots activism and helped start the country's first coastal protection agency, the Bay Conservation and Development Commission. Today, Save the Bay has 35,000 members and is busy fighting the proposed Salt Works housing development on the Redwood City shore. "Mrs. Kerr was an extraordinary woman," current UC President Mark Yudof wrote in a letter to the UC Board of Regents. "Throughout her long life (she) earned the deep respect and admiration of all who knew her or knew of her."

### **Charles McGlashan**



Charles McGlashan, Marin County Supervisor, was widely known for his environmental stewardship. His accomplishments included a leading role in creating the Marin Energy Authority, the formation of the Sonoma Marin Area Rail Transit (SMART), and the creation of the Marin Economic Forum.

He spearheaded Marin County's recent single-use bag ban and was an advocate for affordable housing. Charles served on the Boards of the Golden Gate Bridge District and Municipal Water District and the Marin Economic Commission. He provided leadership to the many nonprofits dedicated to sustainability, including the Sierra Club, Marin Conservation League, Wildcare, Environmental Forum of Marin, Sustainable Mill Valley and the Environmental Education Council of Marin. Charles worked as a consultant in environmental management and in business planning and management in high technology and finance.

### **William J. Patterson**



William J. Patterson, a prominent San Francisco investor and philanthropist led the effort to revitalize the California Academy of Sciences. William's unwavering commitment to making a difference in the world was illuminated by his community leadership, his environmentally focused philanthropy, and the building of a highly successful investment partnership. His intellectual gifts and his ability to lead others towards positive change were reflected in his active involvement with a wide variety of local and national organizations. William attended Harvard College, studied economics at Australia National University in Canberra as a Rotary Foundation Scholar, and attended the Stanford Graduate School of Business.

He went to work with John H. Scully and William E. Oberndorf, and in 1991 they founded SPO Partners & Co. As chair of the board of trustees of the California Academy of Sciences, he helped the Academy raise funds to build its new home in Golden Gate Park and greatly expand its education programs.

## **Patti Roberts**



Patti Roberts fought to protect the rights of the disenfranchised sectors of society. She began her legal career representing prisoners, but became more interested in representing people who had been discriminated against in the workplace. She willingly took on the federal government and high-profile companies to accomplish this work. She became a co-founder of the Lesbian Rights Project, now the National Center for Lesbian Rights, which promotes LGBT rights through litigation, public policy advocacy, and education. As a lawyer, she gravitated toward defending lesbian, gay, bisexual and transgender rights, as well as the rights of women and minorities. By 1990, she was in private practice as an employment discrimination attorney. After the death of a friend in 1998, she helped found the Tom Steele Post-Graduate Fellowship, part of the Pride Law Fund, which funds new lawyers specializing in LGBT rights.

## **Bob Zimmerman**



Robert “Bob” Zimmerman was a trainer, mentor, strategist and author. Founder of the consulting firm Zimmerman Lehman, Bob worked with more than 750 nonprofits whose budgets ranged from \$250,000 to \$100 million. Bob enjoyed teaching boards how to overcome their fear of fundraising and authored the books, *Boards That Love Fundraising* and *Board Members Rule*. Prior to consulting, Bob was development director for organizations on both coasts, including the Youth Law Center and Westside Center for Independent Living. Bob served on the board of the Golden Gate Chapter of the Association of Fundraising Professionals and co-chaired Fundraising Day. Bob exhibited his dry wit as a member of Show Me the Money Players, a group of development professionals who entertained fellow professionals with skits on the trials, tribulations and misconceptions of fundraising at the annual Development Executives Roundtable Holiday Party. Friends and colleagues set up a website to honor Bob at <http://rememberingbob.net/>.



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## Spirit of Philanthropy/Table Honorees



HONOREE

**Chris Balme, Spark**

SPONSOR

Draper Richards Kaplan Foundation

The Draper Richards Kaplan Foundation is pleased to honor Chris Balme, co-founder and executive director of Spark, a nationally-recognized dropout prevention program. Spark's programs address the staggering 30 percent US high school dropout rate, and serve at-risk youth through apprenticeship programs in San Francisco, Los Angeles and Chicago. Chris holds degrees from the University of Pennsylvania and the Wharton School of Business. In recognition of his accomplishments at Spark, Chris has been honored with the Bay Area's Jefferson Award for Public Service, the New Leaders Council "Top 40 under 40" Leaders Award, the Draper Richards Kaplan Fellowship and the Ashoka Fellowship.



HONOREE

**Harold Brooks, American Red Cross  
Bay Area Chapter**

SPONSOR

Pacific Gas and Electric Company

Pacific Gas and Electric Company is pleased to honor Harold Brooks, regional CEO for the American Red Cross Greater Bay Area. Harold leads the fifth largest chapter in the nation, serving over seven million people. His Red Cross service spans over 30 years, in Washington, DC, Los Angeles, Atlanta and New Jersey. His other experience includes service as the Peace Corp country director in Papua New Guinea, and Africare director in Kenya.



HONOREES

**Buff and Jerry Corsi, California Academy  
of Sciences digital library benefactors**

SPONSOR

California Academy of Sciences

The California Academy of Sciences is proud to honor Jerry and Buff Corsi. Buff served on the Academy staff from 1964 to 1978, and founded the adult education program. The Corsis have travelled the world taking nature photographs and film, and even owned their own nature photography travel company for 10 years. Their tens of thousands of nature images will become a legacy gift to the Academy, housed in the Corsi Digital Library, which they have endowed. Their passion and generosity will inspire researchers, nature lovers and members of our community for generations to come.



HONOREES

**Helen and Rajnikant (Raj) Desai**

SPONSOR

Asian Art Museum

The Asian Art Museum is pleased to honor Helen and Rajnikant (Raj) Desai, generous supporters of the Asian Art Museum for more than three decades. Their leadership and commitment are most notable in the South Asian Department. As a major benefactor of the department and the museum, their names grace one of the South Asian Galleries at the museum. They provided lead support for the Maharaja: The Splendor of India's Royal Courts exhibition currently on view, and are active volunteers at the museum and in the activities of the South Asian communities of the Bay Area.



HONOREE

**Mario P. Diaz**

SPONSOR

California Academy of Sciences

The California Academy of Sciences is pleased to honor Mario Diaz. Since the fall of 1989, Mario has held several positions within the Wells Fargo Foundation. On October 1st, he celebrated 25 years of service with Wells Fargo. Since 2004, he has managed the contributions program for the San Francisco Bay Region. He presently serves on the boards of the National AIDS Memorial Grove and The Mexican Museum, and sits on several advisory boards. Mario has been honored for his service with awards from ARIS Project of San Jose, Mission Language and Vocational School, and Jon Sims Center for the Arts.



HONOREE

**Richard Essey**

SPONSOR

The San Francisco Foundation

It is our pleasure to recognize Mr. Richard Essey who, in the coming year, will celebrate the 20th anniversary of his philanthropy with The San Francisco Foundation. Among his many accomplishments, Mr. Essey established the Sheila Essey Award to further research in the field of Lou Gehrig's Disease or ALS, established a meal delivery program for seniors and people with disabilities, and personally supported dozens of promising low-income youth through college. Mr. Essey exemplifies the joy that comes from giving while living, and we thank him for his tremendous compassion, creativity and generosity.



HONOREE

**Barbara Evers**

SPONSOR

Borel Private Bank & Trust Company

Borel Private Bank & Trust Company is proud to honor Barbara Evers, executive vice president and director of marketing and private banking. Barbara has served on the Board of Peninsula Family Service for three years, providing leadership and support of their Financial Empowerment Programs. Peninsula Family Service is a non-profit orga-

nization that transforms the lives of those in need by offering innovative and effective programs designed to empower and realize their full potential to become self-sufficient members of the community. She also currently serves as the president of the Lesley Foundation, a non-profit organization that provides housing and related services to low-income senior citizens. Thank you, Barbara, for all your philanthropic work!



HONOREE  
**John E. Fetzer**  
SPONSOR  
Institute of Noetic Sciences (IONS)

IONS honors the generosity of John E. Fetzer (deceased), founder of the Fetzer Institute. His interests helped to define its work: how the insights of science and the powers of technological innovation can be utilized to explore the capacities of the mind and spirit. Trained as an electrical engineer, John's career included designing, building and operating his own radio station; owning the Detroit Tigers baseball club; practicing forms of meditation, prayer, philosophy and positive thinking; and exploring nontraditional ways of healing. His gifts to IONS were transformational in both leadership and philanthropy. The Fetzer Institute remains a significant supporter.



HONOREE  
**Matt Flannery, Kiva**  
SPONSOR  
Draper Richards Kaplan Foundation

The Draper Richards Kaplan Foundation is proud to honor Matt Flannery, who began developing Kiva in late 2004 as a side project, while working as a computer programmer at TiVo, Inc. In December 2005, Matt left his job to devote himself full-time to Kiva. As CEO, Matt has led Kiva's growth from a pilot project to an established online service with partnerships across the globe and millions in dollars loaned to low income entrepreneurs. Matt is a Draper Richards Fellow, Skoll Awardee and Ashoka Fellow. He graduated with a BS in symbolic systems and a master's degree in philosophy from Stanford University.

HONOREES  
**Mr. James Follis, Mr. Ray Hurst,  
Mrs. Mary Van Voorhees**  
SPONSOR  
KQED, Inc.

The Follis family, James Follis, Ray Hurst and Mary Van Voorhees, are treasured donors to KQED. Through their foundations –the R. Gwin Follis Foundation, the Follis Family Fund and the Mary Van Voorhees Fund—they have supported every facet of KQED's work in the community, from professional development for teachers and the creation and statewide distribution of online educational resources; to television documentaries The Castro and Not in Our Town, Northern California, including community outreach to extend the impact of broadcast; and, most recently, they have been the force behind KQED's four-year, multi-platform climate change reporting initiative, Climate Watch.



HONOREES

**Winston and Laura Franklin**

SPONSOR

Institute of Noetic Sciences

Winston “Wink” (deceased) and Laura Franklin are honored for their ongoing support of IONS. Wink was a venture capitalist, venture philanthropist and entrepreneur who spent nearly 20 years guiding IONS, first as its vice president and CEO, and later as its president, before retiring in 2003. Under his leadership, the Institute’s membership swelled to more than 50,000 worldwide, and its budget grew to \$4.5 million. Wink’s work on mind-body health led to two major television projects, one of them Emmy Award-winning. Laura continues her work in the healing arts, maintains a private practice, is an avid gardener and enjoys ocean kayaking.



HONOREE

**Ellen Friedman, Executive Director,  
Compton Foundation; Board of Directors,  
Futures Without Violence**

SPONSOR

Futures Without Violence

Futures Without Violence is proud to honor Ellen Friedman, executive director of The Compton Foundation, which seeks to foster human and ecological security by addressing contemporary threats to these rights. Previously, she served as the executive vice president of Tides, where she worked for 23 years. Ellen was instrumental in raising significant funds for Futures Without Violence’s global education and conference center in the Presidio National Park. She is a member of the Futures Without Violence board of directors.



HONOREE

**Betsy Gordon**

SPONSOR

Institute of Noetic Sciences

IONS is proud to honor Betsy Gordon, a long-time IONS board member whose significant global support benefits humanity in numerous ways. She focuses on organizations engaged in research and service that bridge the inner work of mind and spirit to the outer work of action and service. Her frontier support in the field of human possibility is especially noteworthy. Her pioneering leadership, stewardship, insight, strong and loyal commitment, and generous support of IONS continue to have a significant and positive influence.





HONOREE  
**Elda Harley**  
 SPONSOR  
 Institute of Noetic Sciences

IONS honors the generosity of Elda Hartley (deceased), who enjoyed a long career in producing films that explored world religions, tolerance and interfaith issues. She was far ahead of her time, advancing art and filmmaking in the 20th century. While producing films (including the well-known documentaries *Requiem for a Faith* and *Islamic Mysticism*), she worked with such foremost spiritual and cultural visionaries as Margaret Mead, Joseph Campbell, Edgar Mitchell, Ram Dass and Huston Smith. Elda’s routine question was, “What are you doing to change the world for the better?” She was a spirited, radiant light who impacted IONS’ meaningful work.



HONOREE  
**Sandra Hernández, MD**  
 SPONSOR  
 Mercy Housing California

On behalf of everyone at Mercy Housing California, we wish to express our heartfelt thanks for Dr. Sandra Hernández’ unwavering commitment to better the lives of every resident in the San Francisco Bay Area. It is because of Dr. Hernández’ vision and leadership in the San Francisco community that so many of us are able to access healthcare, affordable housing, healthy food, arts and culture, and, most importantly, we are able to live in hope.



HONOREE  
**Judi Kanter, Former Director, EMILY’s List, San Francisco Office; Vice Chair, Board of Directors, Futures Without Violence**  
 SPONSOR  
 Futures Without Violence

Futures Without Violence is pleased to honor Judi Kanter, who has devoted her life to the empowerment of women and the promotion of women’s leadership. She is the former director of the San Francisco office of EMILY’S list (Early Money Is Like Yeast), which raises money for pro-choice democratic women political candidates. Judi was the chair of Futures Without Violence’s recent \$18.6 million capital campaign for the Futures Without Violence global education and conference center in Presidio National Park.



HONOREE  
**Sandra Linder**  
 SPONSOR  
 California Academy of Sciences

The California Academy of Sciences is pleased to honor Sandra (Sandy) Linder. Sandy has had a long relationship with the Academy that has spanned over 30 years. As a donor,

docent and former trustee, Sandy was instrumental in establishing the Academy's planned giving program in the early 1990s (which includes the Eastwood Associates). Sandy and her husband, Ron, have helped sustain the Academy for future generations through their generous support and commitment, thus exemplifying the spirit of philanthropy.



HONOREE

**Ted Mallon**

SPONSOR

Institute of Noetic Sciences

IONS is pleased to honor Theodore "Ted" J. Mallon, a long-time supporter of IONS. He combined his passion for consciousness studies with his love for philanthropy in writing *The Journey Toward Masterful Philanthropy*, which inspired a "new wave of conscious philanthropy" by bringing greater consciousness to the way in which money flow is central to aligning our society with our noblest ideals.



HONOREE

**Don Nasser, San Francisco State University  
Foundation Board**

SPONSOR

San Francisco State University

San Francisco State University is proud to honor Don Nasser, a member of the San Francisco State University Foundation Board, for his lifetime support of the university. Don earned his BA in business from SF State in 1963, and worked in banking for two decades before becoming president of Bay Properties Inc., and managing director of his family's Castro Theatre. Don generously supports athletics and the campaign for a new performing arts center at SF State. Last year, Don was inducted into the San Francisco State Alumni Hall of Fame in recognition of his awareness that continuity, community and culture are at the heart of a city's vitality, and for his ongoing service.



HONOREE

**Robin Reynolds, Past-President  
of the Board of Trustees of the East Bay  
Zoological Society**

SPONSOR

Oakland Zoo

The Oakland Zoo is pleased to honor Robin Reynolds, past-president of the board of trustees of the East Bay Zoological Society. Robin started as a volunteer with the Stanford Business School Alumni Consulting Team almost 10 years ago, and has since helped the Oakland Zoo evaluate and implement many new initiatives. She has been a dedicated volunteer and advocate. She also supports the efforts of several local programs and projects near her South Bay home in Palo Alto.



HONOREE  
**Laurance Rockefeller**  
SPONSOR  
Institute of Noetic Sciences

IONS honors Laurance Rockefeller (deceased). As with many of IONS' early keystone philanthropists, Laurance found the Institute's mission to be refreshingly unique and began to significantly invest in its pioneering work. He was a leading figure in the emerging field of venture capital and venture philanthropy. His support of IONS during its formative years made a significant difference in helping shape the Institute and the work it has done over the decades.



HONOREE  
**Fred Segal**  
SPONSOR  
Institute of Noetic Sciences

IONS is proud to honor Fred Segal, a long-time IONS board member. Known by some as the original creator of "fashion jeans," he helped birth the jean sportswear industry with the world's first jeans-only store in Los Angeles. His energy and passion impact all that he does. His work with IONS and beyond has earned him a global reputation in many fields, including the spirituality and peace movements.



HONOREE  
**Howard Shwiff, Shwiff Levy & Polo**  
SPONSOR  
American Technion Society

The American Technion Society is proud to honor Howard Shwiff, a real estate investor who co-owns, with his wife Elizabeth, the San Francisco accounting firm, Shwiff Levy & Polo. He is president of the American Technion Society Northern California Board of Directors (which supports the Technion-Israel Institute of Technology in Haifa, Israel), and serves also on the board of the Hebrew Free Loan Association. Howard's unflagging enthusiasm and dedication in supporting these organizations inspires others to participate. He truly embodies the spirit of philanthropy.



HONOREE  
**Chuck Slaughter, Living Goods and  
TravelSmith founder**  
SPONSOR  
Draper Richards Kaplan Foundation

The Draper Richards Kaplan Foundation is pleased to honor Chuck Slaughter. In 1991, Chuck founded TravelSmith and built it into the top brand in travel wear with over two million customers and \$100 million in sales. He also has participated in the acquisition

and turnaround of 10 major apparel brands with combined sales of over \$2 billion, including Spiegel, Norm Thompson and Express. In 2006, Chuck created Living Goods - the "Avon of Rural Health," which supports networks of micro health entrepreneurs in Sub-Saharan Africa, who go door-to-door, teaching families how to improve their health and wealth.



HONOREES  
**Paul and Diane Temple**  
SPONSOR  
Institute of Noetic Sciences

IONS is pleased to honor the generosity of Paul and Diane Temple. Paul, chairman emeritus, was a co-founder of IONS, has been a member of the board since 1973, and served as its chairman from 1982 to March 1999. He is a businessman, investor and graduate of Princeton University and Harvard Law School. Diane joined the IONS Board in 1975, serves on several foundation boards, and owns her own interior design business. Together, they strongly support IONS' mission. The Temples founded the Temple Awards for Creative Altruism, presented to those whose work embodies "the light of unselfish motivation by love."



HONOREE  
**Stephen Walrod**  
SPONSOR  
The San Francisco Foundation

The San Francisco Foundation is proud to honor Mr. Stephen Walrod, a clinical psychologist, father, philanthropist and dedicated community activist whose work with Oakland Leaf and the Creative Growth Art Center enriches and improves the lives of youth and people with disabilities. Mr. Walrod's activism and philanthropy are guided by the phrase "love is an action," and he brings that spirit of love and beauty to his work for social justice, youth empowerment, the arts and ecology. It is with deep admiration that we honor him today.



HONOREES  
**Ian and Victoria Watson**  
SPONSOR  
Institute of Noetic Sciences

IONS honors the generosity of Ian and Victoria Watson, who have served on the IONS Global Board of Directors since the mid-1980s. Ian, former board chair of IONS and the Global Hunger Project, is an entrepreneur who invests in early-stage companies. He demonstrated his "venture philanthropy" through IONS for decades, long before that type of strategic investment became popular. He divides his time between London and San Francisco. Victoria, trained as a psychosynthesis therapist, was one of the first women on the floor of Lloyds of London. She helped to facilitate the expansion of IONS' Marin County retreat center, Earthrise.



HONOREE

**Richard C. Watts, Board Chair of the CPMC Foundation Board of Trustees**

SPONSOR

California Pacific Medical Center

California Pacific Medical Center (CPMC) is pleased to honor Dick Watts, board chair of the CPMC Foundation Board of Trustees. He currently serves on the Executive, Nominating, Finance, and Grants and Disbursements Committees. In addition to being a trustee of the CPMC Foundation, he is past president of the San Jose Museum of Art board of trustees. He spent 30 years at Hewlett-Packard Company, rising to corporate vice president and member of the executive committee. Since leaving HP, he has served as president and CEO of ConvergeNet, and as CEO of several high-tech startups, including Scale Eight.



HONOREE

**Laurie Wotus, George Mark Children's House supporter and community fundraiser**

SPONSOR

George Mark Children's House

George Mark Children's House is proud to pay tribute to Laurie Wotus as its 2011 Spirit of Philanthropy honoree. In 2002, Laurie founded Harvest of Friends, a dedicated group of women who have raised hundreds of thousands of dollars for children's health-related causes, including George Mark Children's House and Comfort for Kids. Laurie served on the board of directors for the Giants Community Fund for five years, and still remains active with the organization, as well as volunteering her time for the annual Giants Wives Auction. Laurie lives in Pleasant Hill with her husband, Ron Wotus, bench coach for the San Francisco Giants.



HONOREE

**George Zimmer**

SPONSOR

Institute of Noetic Sciences

IONS is pleased to honor George Zimmer, a long-time member of the IONS board and founder, chairman of the board, and CEO of The Men's Wearhouse, Inc. George opened the first Men's Wearhouse in 1973, in Houston. His leadership, candor, wisdom and generosity have helped IONS to meet its mission in innovative ways over the decades. IONS is extraordinarily proud that George is receiving not only a Spirit of Philanthropy Award today, but also the 2011 NPDP Outstanding Philanthropist Award.

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