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## AFPMASH NEWSLETTER

JANUARY 2011

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### [National Philanthropy Day](#)

#### • NATIONAL PHILANTHROPY DAY

#### **20<sup>th</sup> Anniversary Celebration 1990-2010**

The AFP Mahoning-Shenango Chapter proudly presented its 20th annual National Philanthropy Day at Mr. Anthony's in Boardman on November 16, 2010. Listed below are the 2010 Award Recipients who were honored for their efforts to make a difference.

#### **Outstanding Philanthropist Shorty Navarro**



Left to right: Crissi Jenkins, Shorty Navarro, and Jim Echement

Flor "Shorty" Navarro, president of Stadium Auto Group that includes Stadium Mazda, Stadium Chevy-Cadillac, Stadium Volkswagen and Stadium Buick-Pontiac, GMC, has been in the automotive industry for over 45 years. Navarro, who was born in Caguas, Puerto Rico, came to the United States with his parents in March 1951, when he was 14.

In 2001 Shorty Navarro established a \$100,000 scholarship fund for Hispanic students at Youngstown State University, where he serves on the Presidents Council. The gift to YSU was announced at the grand opening of the new facility of the Organizacion Civic y Cultural Hispana on Shirley Road, which he graciously gifted to OCCHA.

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#### **Outstanding Corporate Philanthropist Key Bank**

KeyBank is a regional bank, headquartered in Key Tower within Cleveland, Ohio's Public Square. As of 2007, it is the 16<sup>th</sup> largest bank in the United States based on total deposits and the 12<sup>th</sup> largest in the United States by total assets.

KeyBank focuses on supporting projects that promote economic self-sufficiency. These projects primarily include dealing with workforce development and financial education. One way that KeyBank contributes and gives back to the community is through the *Neighbors Make A Difference Day*. This year marked the 20<sup>th</sup> anniversary of the project. Some of the organizations impacted locally by KeyBank and its employees are: The Beatitude House, The Youngstown Hearing and

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Speech Center and the Second Harvest Foodbank.

### Outstanding Small Business Jamestown Coating Technologies



Left to right:  
J.D. Walton, President;  
D. Michael Walton, Principal;  
Joseph M. Walton, Chairman;  
J.P. Walton, Principal;  
Michael P. Walton, CEO

Jamestown Coating Technologies is a 125-year-old family-owned company that develops and manufactures paints and coatings. With two locations in western Pennsylvania, Jamestown employs 65 people.

Jamestown Coating Technologies' high performance coatings can be found on food and pharmaceutical packaging, diesel truck engines, dry cleaners' hangers and even the space shuttle. In the summer of 2010, Jamestown Coating Technologies launched its newest brand, SurfaGuard™. SurfaGuard™ is a line of antimicrobial coatings that is being used in hospitals, schools and nursing homes to protect surfaces against harmful microbes and bacteria.



### Outstanding Volunteer Fundraiser The Automobile Dealers Association of Eastern Ohio

The Automobile Dealers Association of Eastern Ohio represents 40 new car and truck dealers in Mahoning, Trumbull, and Columbiana Counties. ADAEO is also made up of associate members from industry related businesses, such as vendors and suppliers. Established in 1964, ADAEO is dedicated to advancing the improvement of the business conditions of their members and to promoting and endeavoring to maintain the highest standards of business conduct.

### Outstanding Young Philanthropists Rotary Districts 7280 Leadership Camp Program



Each year the Rotary District 7280 sponsors a summer camp for 100+ developing young leaders. Part of the curriculum for that week involves a student-led and implemented service project. In the summer of 2010 a sub-group of approximately 30 students accepted the challenge to raise funds for a local Amish family. The family's two-year old son had suffered from a burst appendix for two days before being hospitalized. The medical consequences of that resulted in over two months in pediatric intensive care and a medical bill of over \$1.5 million dollars. Although the hospital reduced the bill, the total for this uninsured family was still \$250,000. Moved by the story, the RYLA group of 30, 16 and 17 year olds jumped into action devising ways to raise funds to offset the family's medical bills. They were presented with the cause on Monday and brainstormed various ideas which included collecting from the other 70 campers, calling parents, businesses, and friends to ask for donations, and going door to door within the borough of New Wilmington sharing this remarkable story. They also were able, with the help of an adult contact, to gain matching funds up to \$800 from a local foundation. Due to their efforts, checks continued to trickle into the camp treasurer for another month and the total raised for this Amish family was just shy of \$3,000. The students were unable to present the final check to the family who were moved beyond words by what the group of teenagers was able to accomplish in five days.



### Legacy Award Mildred R. Landis

Enoch and Mary Ann Rickard's only child, Mildred, was born May 23, 1913, in Stoneboro, Pa. Upon high school graduation, Mildred entered Slippery Rock State Normal School (now Slippery Rock University), from which she earned her teaching certificate in 1933. Her career as an educator and role model for young children began that fall, in a one-room county school in Pennsylvania. She later earned her B.S. in Elementary Education from Penn State in 1941, and her M. Ed. from the University of Pittsburgh.

On Aug. 25, 2006, Mrs. Landis passed away at the age of 93; however even after her death she continues to support causes that were close to her heart through the Mildred R. and Bruce A. Landis Charitable Foundation, which is under the auspices of the Community Foundation of Western PA and Eastern OH, and its regional affiliate, the Northern Mercer County Community Foundation.

### Special Recognition

#### D. Joseph Fleming and Thomas Fleming



Mr. Thomas Fleming



Mr. D. Joseph Fleming

Brothers, Joe and Tom Fleming, are successful businessmen who demonstrate a philanthropic spirit that helps make our community one of "brotherly love."

Tom Fleming graduated from Cardinal Mooney High School in Youngstown. He received his bachelor's degree from Boston College and his graduate degree from Villanova University. Since 1982, Tom has served as President of Aim Nationallease. His company began with 29 vehicles and six employees. Today, they operate 7,000 vehicles out of 85 separate operations nationally.

D. Joseph Fleming graduated from Cardinal Mooney High School in Youngstown. He received his bachelors degree from Georgetown University and his masters degree from Howard University in Washington, D.C. Joe is currently the Chairman of Fleming Leasing L.L.C out of Springfield, VA and Landover, MD. Prior to that, he was the President and Part Owner of Falcon Transport Company in Youngstown and the Vice President and Part Owner of Comprehensive Logistics, Inc., also of Youngstown.

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## Recent 2010 Programs

The Program Committee had a busy year in 2010! Committee members planned and presented six workshops as well as helped coordinate the all-day program in May. Total program attendance was 300, which breaks down to 173 members and 127 non-members. Those numbers reflect attendance, not unduplicated individuals.

### 2010 Program Recap:

In addition to providing quality programs for members, the Program Committee was asked to plan and coordinate the workshops for two community events this year. The Capacity Advisory Committee of the Raymond John Wean Foundation asked our chapter to once again put together the fundraising track for the annual Wean Non-Profit Summit this past September. The keynote presentation was given by our own Pat Palombo and Paul McFadden, and received rave reviews! Grant Writing and Social Entrepreneurship also received very good evaluations.

In November, AFP chapter members conducted workshops for the Hands On Volunteer Network's Center for Non Profit Leadership and Innovation. As part of HOVN's Together Ohio: Community Engagement Partnership Program, members Linda Kostka, Liz McGarry, Teresa Boyce and Sally Freaney presented programs on fundraising basics, making the ask, and researching and writing grants. This day-long program, "Fundraising and Grant Writing: Perspectives of Successful Organizations", was one component of a year-long series of capacity building training workshops offered by HOVN.

### Program Committee Leadership Change:

AFP would like to thank Linda Kostka for her outstanding leadership as 2010 Vice President of Programs. After serving as program chair for two years, Linda Kostka, CFRE, will be turning over the reins to Lisa Hines, Assistant Director of Development for The Oaks Foundation. Lisa will take over as Vice President of Programs for 2011.

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## 2011 Upcoming Programs



CHICAGO, IL ■ MARCH 20-22, 2011

## PERSPECTIVES FOR YOUR PROFESSION

*Don't miss hearing Perspectives from these important and inspiring speakers...*



**President  
Bill Clinton**



**Queen  
Latifah**



**Blake Mycoskie  
of TOMS Shoes**

48TH AFP INTERNATIONAL CONFERENCE ON FUNDRAISING

March 20-22 - AFP International Conference on Fundraising  
McCormick Place Convention Center  
2301 S. Lakeshore Drive, Chicago, IL 60616  
For more info please go to <http://www.afpnet.org/>

- **April 15 - Luncheon Program**

**"Bulk Mailing for Non-Profits"**

Presented by the Youngstown Post Office

**Holiday Inn Boardman**

11:00 a.m. - Registration & Networking

11:30 a.m. - Lunch

12 Noon - 1:00 p.m. - Program

- **Friday, May 13 - All Day Workshop**

Presented by



Mahoning / Shenango  
Planned Giving Council

144 West Wood Street  
Youngstown, OH 44503

Keynote address and training session led by

**William T. Sturtevant**

Nationally recognized specialist in major and planned gifts.

**Holiday Inn Boardman**

**8:00 a.m. to 2:00 p.m.**

- **Friday, July 15 - Luncheon Program**

**"I've Met the Funders, Now How Do I Get the Grant?"**

Presenter: **Susan Denning, CFRE**

Director of Advancement for Stewardship & Grants  
University of Mount Union

**Holiday Inn Boardman**

11:00 a.m. - Registration & Networking

11:30 a.m. - Lunch

12 Noon - 1:00 p.m. - Program

- **September TBA – Wean Non-Profit Summit**
  
  - **Friday, October 14 – AFP Annual Meeting (Members Only)  
AFP Board Meeting (Members Only)**
- Luncheon Program - All Welcome!**
- "Building Relationships with Small Businesses"**
- 
- **Tuesday, November 15 - National Philanthropy Day**
  
  - **Friday, December 2 – "Meet the Funders"**

*For more information about any of these upcoming programs, contact Lisa Hines, at 330-938-7405 or [l.hines@oaksfoundation.com](mailto:l.hines@oaksfoundation.com) and/or click on [PROGRAM](#) button on our website [www.afpmash.org](http://www.afpmash.org). Thank you.*

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## ***President Messages***

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**JoAnn Stock, CFRE  
2010 President**

Thank you for your support!

As I complete my second term as President of the Association of Fundraising Professionals Mahoning/Shenango Chapter, I would like to thank each and every one of you for your support. Together we have accomplished so much including welcoming new members; presenting educational, informative programs; providing scholarships and dues assistance; celebrating local philanthropists at our outstanding National Philanthropy Day celebrations; management of our budget; and revision of our Chapter bylaws to comply with new AFP International Standards. Most recently, we received high marks and praise during a Chapter visit by Val Lay, Director of Chapter Services for AFP International. Thank you all for your commitment.

I would especially like to thank the members of our Board of Directors for their hard work and dedication. We are fortunate to have such an outstanding group of fundraising professionals leading our local Chapter and I have truly enjoyed working with each and every one of you! Again, thank you all, and best wishes to incoming President Crissi Jenkins for continued success.

Most sincerely,  
JoAnn Stock, CFRE  
2010 President, AFP Mahoning/Shenango Chapter  
Director of Development, Akron Children's Hospital Mahoning Valley

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**Christine (Crissi) Jenkins  
2011 President**

As I begin my term as AFP President, I am excited and eager to lead our Chapter through the coming year. I recently shared this excitement with a close friend who wanted to know what exactly AFP was all about. It occurred to me that many of you may not realize the outstanding educational, networking and professional development opportunities that are available to you as a member of this organization.

"The Association of Fundraising Professionals (AFP) represents more than 30,000 members in 213 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

AFP believes that to guarantee human freedom and social creativity, people must have the right to freely and voluntarily form organizations to meet perceived needs, advocate causes, and seek funds to support these activities. To guarantee these rights, AFP's purposes are to:

- Foster development and growth of fundraising professionals committed to the preserving and enhancing philanthropy.
- Establish a code of ethics and professional practices.
- Require member adherence to a professional code of ethical standards and practices.
- Provide training opportunities for fundraising professionals.
- Implement programs that ensure cultural and social diversity in our membership and leadership.
- Collect, research, publish, and disseminate historical, managerial, and technical information on philanthropy and philanthropic fundraising.
- Promote public understanding of philanthropy and philanthropic fundraising.
- Conduct activities that maintain and develop legislation favorable to philanthropy.
- Enlist, organize, and support members to achieve our purposes.
- Foster international cooperation, knowledge exchange, and education among fundraising professionals worldwide.
- Use all necessary and proper means to accomplish our purposes.
- Provide a valid and reliable certification program for fundraising professionals."

Our local Chapter of AFP is gearing up for an exciting year of programs, educational opportunities and networking. Membership can offer you the best resources to help you reach your professional development goals. If you are not yet an AFP member, please consider joining our Chapter. Contact Sally Freaney, Membership Chair at 330.744.8636, ext.157, for more information. For information about dues assistance and scholarships, contact Crystal Jones at 330.729.1183.

Thank you,  
Crissi Jenkins  
2011 President, AFP Mahoning/Shenango Chapter  
Director of Development, Youngstown Hearing & Speech Center

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## **Welcome New Members**

A hearty AFP welcome to the following individuals who joined our Chapter between July 1, 2010 and December 31, 2010:

- **John Bentz**, President, Bentz Group, Warren
- **Theresa L. Lyden**, Development Director, Someplace Safe, Warren
- **Todd Marian**, Help Hotline Crisis Center, Youngstown

### **AFP Membership Benefits**

As part of the AFP Resource Center, fellow fundraisers have submitted papers on topics such as Annual Giving, Boards and Governance, Donor Relations, Fundraising Tools and Tips, Online Fundraising and Social Media, etc.

Utilize your membership today and check out the many topics available – for FREE! For example, you may peruse Recognition Donor Wall Planning Guide (11/22/2010), A Women's Prerogative – Are You Connected? (12/20/2010), and Engaging Your Colleagues to Become Part of the Fundraising Team (12/15/2009).

### **AFP Mentor**



**Gloria C. Cagigas, CFRE**  
Vice President for Institutional Advancement  
Westminster College, New Wilmington, PA

#### **Thinking about joining AFP?**

Here is what one new member has to say.



**Helen T. Paes**  
Community Development coordinator  
Alzheimer's Association, Greater E. Ohio Area Chapter

"As someone who became a member recently, I believe that if you want to be successful in your career and advancing your organization's mission, then AFP membership is a must. AFP membership keeps me up-to-date and connected to the most current and significant strategies and trends in fund development. Regional programs offered by the Mahoning- Shenango Chapter offer training for practical application while providing countless opportunities for networking and interaction with other colleagues in the fundraising world. Membership also opens exclusive access to surveys, special reports and web-based programs that are not otherwise available."

**Why join AFP?** To Proclaim your professionalism. To Advertise your integrity. To Advance your career. To Network with others. To have Access to tremendous on-line resources. The local MASH Chapter of AFP presents educational programs in our community throughout the year, and National AFP brings in world-renown speakers during their annual convention. Our seasoned AFP members will mentor other members in grant writing, planned giving, annual fund drives, volunteer management, CFRE certification, capital campaigns, special events, and major gifts. We are a family! Join us - you'll see that you're not alone in your efforts!

Active membership dues are \$275. We offer dues assistance of close to 50%, however, since we want to enable persons who are volunteers, in part-time positions, or employed as fundraisers by smaller agencies, to participate in the benefits of AFP membership. For an application, questions, and/or information please call Sally Freaney at 330-744-8636 (sfreaney@libraryvisit.org).

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## **Local/National Updates**

### ***YSU Center for Nonprofit Leadership Summer Honors Internship Program - Now accepting applications***

Dear AFP Members:

I wanted to make you all aware of an exciting opportunity available through The Center for Nonprofit Leadership at Youngstown State University. We are proud to announce that we received a \$40,000 grant from The Raymond John Wean Foundation to implement a Summer Honors Internship Program in the summer of 2011. All of you represent superior nonprofit organizations, and we would love to have your participation.

The **Nonprofit Leadership Summer Honors Internship Program** is a full-time (40 hours per week), 10-week internship program designed to provide qualified students with career-related work experience in a nonprofit organization. This internship experience will enable the students participating to apply the knowledge and skills developed in their chosen major to the organization. The students will also gain the knowledge and skills necessary to be successful in a professional level position in a nonprofit organization. The goals of this program include introducing college students to the professional opportunities available with nonprofit organizations in the Mahoning Valley and to enable nonprofit organizations the ability to attract and retain talent by developing the Valley's future nonprofit professionals.

Organizations wishing to apply for a funded intern should submit the attached application. Organizations should outline the tasks, duties, and responsibilities that the intern must fulfill. Typically, interns are required to complete at least one project that serves the organization and allows the student to further develop his/her knowledge and skills. It is anticipated that the nonprofit leadership internships will be in the following areas: community outreach/marketing & public relations, development/fundraising, special events, information management & technology, accounting & financial management, program planning & evaluation, volunteer management, and/or youth & adult development.

The YSU Center for Nonprofit Leadership will work with the selected nonprofit organizations to place a minimum of ten (10) students in internships. The students will work full time (40 hours/week) for 10 weeks, for a total of 400 hours from June 7<sup>th</sup> to August 20<sup>th</sup>. Students will receive \$9/hour for a total of \$3,600. On a weekly rotation, each organization will host a site visit, tour, and professional development seminar for all interns participating in the program.

**[Click here for the Application.](#)** Please note the following:

- Only 10 fully-funded internship positions are available through this program. Those 10 placements will be evaluated and selected by a Selection Committee made up of YSU faculty/staff and members of the Center for Nonprofit Leadership Community Council. More internships may be funded if the nonprofit organization can co-fund the internship position.
- Consideration will be given only to students with a minimum of a 3.0 GPA, senior standing by the end of the spring semester, and a declared major. This program is open to students who are currently enrolled at YSU or full-time students who are Mahoning Valley residents enrolled at another university.
- Students who participate in the Summer Honors Internship Program are eligible to register for four hours of credit.
- Organizations selected to participate must commit to host all interns placed through this program for one (1) site visit, tour, and professional development seminar during the 10 week program.
- The award of a funded intern will be limited to nonprofits serving Mahoning, Trumbull, and Columbiana counties.
- Only those organizations that qualify as a nonprofit organization under Section 501(c)(3) of the Internal Revenue code will be eligible to participate.

Funding for this initiative is made available through The Raymond John Wean Foundation. Through its capacity building initiative and focus, The RJWF is committed to helping the Mahoning Valley become a healthy place to live, work and raise families. The RJWF would like to see the area become known for equity, innovation and collaboration. The Foundation seeks to help foster initiatives that will create a robust civic life and a dynamic and diversified economy with a good range of jobs and safe and attractive neighborhoods. **Please send the completed Nonprofit Leadership Summer Honors Internship Program Application to:**

Laura J. McCaskey Director, Center for Nonprofit Leadership Youngstown State University  
Williamson College of Business Administration, #1152 One University Plaza Youngstown, OH 44555  
Phone: 330-941-1870 FAX: 330-941-1871 Email: LJMccaskey@ysu.edu

Applications can be sent by mail, fax, email, or hand delivered. **All applications must be received by 5:00pm on Friday, February 11, 2011.** *No late applications will be accepted – no exceptions!*

Also available through the Center for Nonprofit Leadership this spring is grant funding for the *Pay It Forward: Strengthening Communities through Student-Led Philanthropy Initiative*. Applications for the Pay It Forward grant will be available in March 2011. The Pay It Forward grant is made available by Ohio Campus Compact and Learn and Serve America. Students in three classes will have \$4,500 to award to regional nonprofit organizations for a combined total of \$13,500. Grants will be distributed in the amounts of \$1,500 to \$4,500.

#### **AFP Introduces Wise Giving Website to Help Public With Philanthropy**

December 7, 2010

The Association of Fundraising Professionals (AFP) unveiled its new wise giving website, Change the World With a Giving--and Wise--Heart (<http://www.afpnet.org/GivingHeart>) designed to help donors think proactively about philanthropy and how they want to improve their communities through giving and volunteering. "Many consumers take their time when deciding whether or not to buy a product, but they often rush into giving decisions or respond immediately to the most recent appeal," said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. "Change the World With a Giving-and Wise-Heart encourages people to have a greater impact in their philanthropy by taking their time, thinking about what they want to accomplish and developing a giving plan."

The Change the World with a Giving-and Wise-Heart website contains a variety of information on how donors can make smart choices in their philanthropy, including guidance such as The Five P's of Wise Giving and 25 Ways to Make Your Gifts Go Further. Donors can learn about different ways they can support charities, such as through matching gifts, payroll giving, giving circles, online games and click-a-day websites, credit card points and even regifting. Another important focus of the site is wise giving and being able to spot legitimate organizations. Documents such as 25 Ways to Give Wisely and the Donor Bill of Rights provides donors with information on how to ensure they're giving to worthy charities and the responsibilities a charity has during the fundraising and giving process. The website also tackles the issue of fundraising costs and how donors should examine costs.

"Donors should realize that nearly all charities are legitimate, and that fundraising fraud makes up less than one percent of all complaints received annually by the Federal Trade Commission," said Maehara. "But it pays to be careful, and Change the World With a Giving-and Wise-Heart gives donors the straight talk on the kinds of things they should be looking for when they contribute, including fundraising costs and how to examine them."

The website contains not only just written documents, but short slide and audio presentations that summarize many of the key points. The campaign was inspired by National Philanthropy Day®, celebrated across North America in more than 100 communities on Nov. 15, and its theme, Change the World With a Giving Heart.

Effective and wise giving is especially important during the holiday season when, according to studies by AFP, charities typically receive between one-third and one-half of their total annual contributions. AFP encourages the public to use the Change the World With a Giving-and Wise-Heart website before they make their holiday charitable gifts, and then throughout the year in all of their giving decisions.

#### **Pledge to Give Away Fortunes Stirs Debate** **By STEPHANIE STROM New York Times - November 10, 2010**

WITHOUT a doubt, the biggest event in philanthropy this year was the **Giving Pledge\***, a commitment by the wealthiest

Americans to give away at least half of their fortunes.

The goals of the pledge, which was organized by Bill and Melinda Gates and Warren E. Buffett, were to stimulate discussion about philanthropy among the ultrawealthy and unleash a wave of me-tooism among others that would bring about "the Second Great Wave of Philanthropy," in the words of Sean Stannard-Stockton, a blogger and philanthropic consultant.

Indeed, the Giving Pledge and the attention it has attracted come at a time of economic weakness, high unemployment, raging political debates about whether to extend tax cuts or allow them to expire, the seemingly uncontrollable cost of health care — and the increasing income gap between the signatories and a vast majority of Americans.

Pledge founders and signers and their supporters marvel that anyone would find fault with it. "I hardly know what to say," Mr. Buffett said by telephone. "Philanthropy is a tradition in America." Americans give away about \$300 billion a year, he said, or the equivalent of 2 percent of gross domestic product. "It doesn't seem to have done any harm in the country so far."

Mr. Gates said the pledge and the discussions about it would improve the practice of philanthropy. "We will never be able to measure how much the group gets people to do more giving or do it in a better way," he wrote via e-mail. "However, I think the impact is likely to be quite positive." In fact, Mr. Gates said, the pledge is a tool for addressing income disparity because it is a mechanism for the redistribution of wealth.

Mr. Stannard-Stockton said he was baffled by the criticism of the pledge. "Even if only one additional person took it up, at the levels of net worth we're talking about, that could be \$450 million more that would be out there doing something good," he said.

"There's something in the American DNA that is suspicious of enormous concentrations of wealth, even when directed toward the public good," said William A. Schambra, director of the Bradley Center for Philanthropy and Civic Renewal at the Hudson Institute. "True, we are proud of our charitable impulse in the broadest sense, but we think of that in terms of writing a check to the local Red Cross or Boys and Girls Club, not billionaires doling out millions and perhaps influencing the political agenda."

Bernard Marcus, the co-founder of Home Depot and a pledge signatory, said he saw no grounds for the current criticism. "All this money is going for charity to help people — what kind of numbskull would find something wrong with that?" he asked in a telephone interview. "Would they rather we bought yachts and built mansions?" Mr. Marcus and his wife, Billi, are making gifts to help Atlanta, their hometown, develop as a medical center that will rival Houston and New York. The Marcuses have donated heavily to bring biotechnology, particularly nanotechnology, to Atlanta, and their gifts have helped generate jobs and innovative research. "I'm very politically active," he added, "but that has nothing to do with my charity."

Alfred E. Mann, the founder of the MannKind Corporation and a pledge signer, said he thought concerns about philanthropists having undue influence on policy were overblown. Mr. Mann said he had worried about whether the pledge would draw attention to income disparity, observing: "The differential between the wealthy and the poor is too great. I think the country has gotten too materialistic, and compensation in areas like entertainment and athletics and in corporations have been outrageous."

Marc Benioff, the billionaire founder of Salesforce.com, was not asked to sign the pledge. He has made a \$100 million gift to the Children's Hospital at the University of California, San Francisco, the capstone of 20 years of gifts to support wide-ranging causes. The pledge, he said, was a good idea "very poorly executed." He added, "Philanthropy should be about impact. I noticed a lot of the pledges were to multigenerational trusts and not to immediate philanthropic work. That's not going to help anyone." Despite those comments, Mr. Benioff disagreed with other criticism of the pledge. "What we should be talking about here is a generation of entrepreneurs who built businesses that created jobs, sparked economic growth and created solutions for complex problems," he said. "Now they're giving away their wealth — why are we being critical of that?"

\*As stated on [www.givingpledge.org](http://www.givingpledge.org), "The Giving Pledge is an effort to invite the wealthiest individuals and families in America to commit to giving the majority of their wealth to philanthropy." As of January 19, 2010, the following people have signed on:

PAUL G. ALLEN	JOE & RIKA MANSUETO
LAURA & JOHN ARNOLD	BERNIE & BILLI MARCUS
NICOLAS BERGGRUEN	MICHAEL & LORI MILKEN
MICHAEL R. BLOOMBERG	GEORGE P. MITCHELL
ELI & EDYTHE BROAD	THOMAS S. MONAGHAN
WARREN BUFFETT	TASHIA & JOHN MORGRIDGE
JEAN & STEVE CASE	DUSTIN MOSKOVITZ
MICHELE CHAN & PATRICK SOON-SHIONG	PIERRE & PAM OMIDYAR
LEE & TOBY COOPERMAN	BERNARD & BARBRO OSHER
BARRY DILLER & DIANE VON FURSTENBERG	RONALD O. PERELMAN
ANN & JOHN DOERR	PETER G. PETERSON
LARRY ELLISON	T. BOONE PICKENS
TED FORSTMANN	JULIAN H. ROBERTSON, JR.
BILL & MELINDA GATES	DAVID ROCKEFELLER
DAVID AND BARBARA GREEN	DAVID M. RUBENSTEIN
JEFF GREENE	HERB & MARION SANDLER
LYDA HILL	DENNY SANFORD
BARRON HILTON	VICKI & ROGER SANT
JON & KAREN HUNTSMAN	WALTER SCOTT, JR.
CARL ICAHN	TOM & CINDY SECUNDA
JOAN & IRWIN JACOBS	JIM & MARILYN SIMONS
GEORGE B. KAISER	JEFF SKOLL
SIDNEY KIMMEL	TOM STEYER & KAT TAYLOR
ELAINE & KEN LANGONE	JIM & VIRGINIA STOWERS
GERRY & MARGUERITE LENFEST	TED TURNER
LORRY I. LOKEY	SANFORD & JOAN WEILL

<a href="#">GEORGE LUCAS</a>	<a href="#">SHELBY WHITE</a>
<a href="#">DUNCAN &amp; NANCY MACMILLAN</a>	<a href="#">CHARLES ZEGAR &amp; MERRYL SNOW ZEGAR</a>
<a href="#">ALFRED E. MANN</a>	<a href="#">MARK ZUCKERBERG</a>

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**ASSOCIATION OF FUNDRAISING PROFESSIONALS MAHONING-SHENANGO VALLEY CHAPTER**

P.O. Box 672 Youngstown, OH 44501-0672 | 330.646.4926  
www.afpmash.org | [barb.schuller@yahoo.com](mailto:barb.schuller@yahoo.com)

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