

Spring 2005

MARTHA'S VINEYARD DONORS COLLABORATIVE

News from the Martha's Vineyard Donors Collaborative

Women Philanthropists: They're Not Small Men!

About the Women's Philanthropy Institute

The Women's Philanthropy Institute (WPI) is part of the Center on Philanthropy at Indiana University. Along with collegial organizations such as the Women's Funding Network, Women & Philanthropy and other programs on many university and college campuses, WPI strives to promote philanthropy by women through networking, education, conferences, resources, and other means.

For more information or to subscribe to the WPI newsletter, contact Debb Hollis, Program Manager, Women's Philanthropy Institute, 317-278-8955, dhollis@iupui.edu.

*By Lilya Wagner,
Women's Philanthropy
Institute*

Most Americans don't know that women over 70 control most of the wealth in this country. Yet institutions still fail to address their interests, needs for giving, preferences for how they are asked, and how they want their money used.

Therefore, it's vital that the knowledge about women as donors be researched on an on-going basis, and that both donors and organizations (especially fundraisers) be educated on women as donors.

As one article that discussed women as donors stated, women are *not* small

men! Women want involvement in causes to which they give. They ask more questions and demand more outcomes than do men. They don't seek as much recognition, they value connections, they like new initiatives, and they are more likely to volunteer. So, how should women be asked for a gift? Here's what I, as a woman, would say:

- Talk to me. Don't assume anything about me based on traditional perceptions.
- Approach me as an individual. I am not a clone or an appendage.
- Listen to me.
- Inform me, before and after the gift.

- Recognize that I get the thanks, not someone else whose name might be on the check.
- Acknowledge my independence.
- Involve me, if I want to be involved.

Women as philanthropists are here to stay. Their numbers will grow, and their ways of giving and preferences for being asked are considered by wise institutions who will continue to benefit from their gifts.

Lilya Wagner is Associate Director, Public Service, and Director of the Women's Philanthropy Institute at the Center on Philanthropy at Indiana University. She is also co-Editor of the New Directions

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Facts About Women Donors:

- Less motivated by tax benefits
- Give because they are passionate about a cause
- Tend to support social services/causes and health
- Give because they feel the need to give back
- Women executives volunteer more than other women
- Gifts are more likely to be cash

What Is a Great Community Worth?

How much would you give to ensure a healthy, vibrant community?

How much is a healthy, stable, vibrant community worth to you?

Martha's Vineyard non-profit organizations are suggesting that roughly \$100 million in capital campaigns is a small price to pay to build the infrastructure required to keep all the members of our community safe, healthy, well-educated, and to preserve their access to our unique environment, history and culture.

The following organizations are ramping up campaigns to improve our community:

- The Martha's Vineyard Hospital is planning a new and improved facility.
- The Martha's Vineyard Historical Society is raising funds for a new

home for their museum and other programs.

- The YMCA of Martha's Vineyard is building a new facility, opening a teen center, and creating new programs.
- The FARM Institute is moving to a new, expanded location, and expanding its programs as well.
- Vineyard House is raising funds for a new residential recovery facility.
- Vineyard Playhouse is planning a renovation of its historic theater building.
- Vineyard Conservation Society is seeking to grow its endowment for legal services.

Think about some other campaigns that you may have heard about recently: one new museum in New York cost \$858 million, one new medical facility in Boston cost \$200 million, and one performing arts center expansion in California cost \$200 million.

Doesn't \$100 million to help maintain a fully functioning community on Martha's Vineyard seem like a small price to pay? You can find out more about these campaigns by contacting Barbara Bellissimo, MVDC executive director, at 1.508.696.4647 or barbara@mvdonors.org, by visiting our web site at www.mvdonors.org, or by contacting the organizations directly (see box below).

The FARM Institute

Meg Bodnar
Director of Development
P.O. Box 1868
Edgartown, MA 02539
1.508.627.7007
www.farminstitute.org

Sally Lasker
Administrator
P.O. Box 2189
Vineyard Haven, MA 02568
1.508.693.9588
www.vineyardconservationsociety.org

John Clese
Executive Director
P.O. Box 881
Vineyard Haven, MA 02568
1.508.696.7171
www.ymcamv.org

MV Historial Society

Matthew Stackpole
Director
P.O. Box 1310
Edgartown, MA 02539
1.508.627.4441
www.marthasvineyardhistory.org

Vineyard House

Sandra Demel
Executive Director
P.O. Box 4599
Vineyard Haven, MA 02568
1.508.693.8580
www.vineyardhouse.org

MV Hospital

Rachel Vanderhoop
Director of Development
P.O. Box 1477
Oak Bluffs, MA 02557
1.508.693.0410
www.marthasvineyardhospital.com

Vineyard Playhouse

MJ Bruder Munafo
Artistic Director
P.O. Box 2452
Vineyard Haven, MA 02568
1.508.693.6450
www.vineyardplayhouse.org

Vineyard Conservation Society

YMCA of Martha's Vineyard

Non-Profit News

The **African-American Heritage Trail** is continuing its community history program and its education program. They dedicated their sixteenth site last summer, and plan to dedicate another site this summer. The new, expanded version of the book describing the trail will be available in May, 2005. The organization seeks financial assistance to cover their dedication program (rocks, plaques, publicity, etc.) and students' materials for the history project. They also need landscaping materials, art supplies, computer supplies and electronic supplies. Finally, they are looking for assistance with the publishing costs of their new book.

Contact Elaine Cawley Weintraub, board president, at 1.508.693.4361 or beatrice19@adelphia.net.

Friends of Family Planning of MV actively and financially aids and supports the programs of Family Planning of Martha's Vineyard, especially through public education and by increasing public awareness and use of its facilities; promoting bilingual gynecological, reproductive and sexual health care on Martha's Vineyard. Their current projects include upgrading the clinic space, launching their new vasectomy reimbursement program and preparing for their major

fundraising effort, the **Family Planning Art Show**, which will be held this Memorial Day weekend, May 26-29 at the Agricultural Hall. Friends of Family Planning of MV is in need of file cabinets, a storage cabinet, a love seat, track lighting and a small dresser with drawers.

Contact Judy Salosky, board president, at 1.508.693.9371 or salosky@msn.com.

As the regional planning agency for Dukes County, the **Martha's Vineyard Commission (MVC)** is undertaking a three-year, comprehensive Island-wide planning effort to define and share a consensus about how to manage growth, in order to maintain the Vineyard's distinct community character and natural environment. The MVC receives about half its income from town assessments, and is seeking donations to help fund this comprehensive planning initiative.

Contact Mark London, executive director, at 1.508.693.3453 or london@mvcommission.org.

Martha's Vineyard Community Services seeks 30 identical laptop computers for the field clinicians of the Visiting Nurse Service (20) and Island Counseling Center (10), which would allow them to record and download clinical information to the central

computer at MVCS. This technology would increase the timeliness and efficiency of patient services, and reduce the paperwork load on field clinicians.

Contact Jan Hatchard, director of development, at 1.508.693.7900 or jhatchard@mvcommunityservices.com.

The **MV Shellfish Group** is looking for a new volunteer to manage their web site.

Contact Richard Karney, shellfish biologist/director, at 1.508.693.0391 or mvsg@capecod.net.

Established in February 2002, the **Silver Screen Film Society** is a member-funded non-profit arts organization dedicated to screening the best in independent films, movie classics, documentaries, and world cinema for a diverse audience of all ages. In the past year, they have screened more than 40 feature films, worked with other Island organizations, and served more than 3,000 patrons. The Silver Screen Film Society seeks an appropriate permanent location for its offices and programs.

Contact Richard Paradise, executive director at 1.508.696.9369 or richparadise@earthlink.net.

Tisbury Waterways (TWI) has been continuing its work with the MVC and the Town of Tisbury to monitor the

emerging plans for the rebuilding of the temporary and permanent bridges at the entrance to Lagoon Pond. They will continue this work until the completion of this project in 2008. TWI has joined the Martha's Vineyard Water Alliance and is working actively to devise plans and strategies for improved wastewater technology Island-wide.

Contact Melinda Loberg, president, at 1.508.693.9309 or melindaloberg@yahoo.com.

The **Vineyard Sinfonietta** has performed (or is planning to perform) at the following locations during its 2004-2005 season: Camp Jabberwocky, Hospice Benefit, Woodside Village, Up-Island Council on Aging, Tisbury Senior Center. The organization seeks sponsors for the remainder of their 2004-2005 season.

Contact Heidi Schultz, board president, at 1.508.693.9417 or heidron@gjs.net.

Women Empowered is looking for new board members, and is still searching for a larger space to handle increased demand for services. They are also looking to replace their printer and laminating machine, and scanner.

Contact Kaye Flathers, executive director, at 1.508.696.8880 or womenempowered@adelphia.net.

P.O. Box 1303
West Tisbury, MA 02575

T: 508.696.4647
F: 508.696.9648
E: info@mvdonors.org
www.mvdonors.org

**Expanding philanthropy on Martha's Vineyard
by linking donors with local organizations**

**WOMEN
PHILANTHROPISTS**
(SEE PAGE 1)

**WHAT'S A GREAT
COMMUNITY WORTH?**
(SEE PAGE 2)

Calling All Donors!

We are working with other Island organizations to plan a donor conference for this fall. The purpose of the conference is to bring together a diverse group of donors—community foundations, family foundations, individuals—to

discuss the best ways to coordinate philanthropic efforts, and the most effective ways for the MVDC and Island organizations to communicate with donors.

In addition, we'll be unveiling a **comprehensive study of the current state of**

Island philanthropy and the level of need.

We'd love to have your input in the agenda, format and content of the conference. Of course, we'd like as many attendees as possible, too!

If you have any interest in, or would like to be on the mailing list for, the **MVDC Fall 2005 Donor Conference**, please contact Barbara Bellissimo, executive director, at 1.508.696.4647, or barbara@mvdonors.org.

MVDC Update

In the few short months since our last newsletter, we've continued to make progress on our mission of expanding philanthropy on Martha's Vineyard.

We helped the FARM Institute identify a new

director of development and communications.

We've provided technical assistance to several organizations in the areas of board assessment and recruitment, major donor campaign implementation,

and annual campaign management.

We're kicking off our **Creating a Professional Organization** workshop series with "Successful Strategic Planning" on March 23rd, to help non-

profits create organizations that run more efficiently and are more attractive to donors.

Finally, our communications efforts have helped one local organization secure a very major gift—a wonderful year-end surprise!
