



DEVELOPMENT DAY

September 20, 2019
Radisson Blu Aqua

CHICAGO

LET'S STOP PERPETUATING THE OVERHEAD MYTH AND TALK ABOUT SUCCESS

Charity Navigator burst onto the nonprofit scene in the 1990's and brought new scrutiny to how much nonprofits spent on overhead. Now the tide is turning and it's becoming more understood that some types of overhead, like marketing and investment in staff, are necessary if nonprofits are to grow and thrive. But without using overhead as a guide, how can you measure the efficiency or overall health of a nonprofit? In this session, we'll give you some tools you can implement to demonstrate or measure your nonprofit's impact and growth.

LEARNING OUTCOMES:

By the end of this session, participants will:

- The relationship between investment in overhead and organizational performance;
- Why measuring performance and impact is important to donors and constituents;
- How to "make the case" for investment and measurement by applying a theory of change model; and
- How to stop perpetuating the myth.

SPEAKERS:

Marilyn Foster Kirk, Executive Vice President, Ter Molen Watkins & Brandt

Amy Funk, Senior Vice President, Ter Molen Watkins & Brandt

Kirsten Powers, Vice President, Development & Sustainability, Skills for Chicagoland's Future



Marilyn Foster Kirk, Executive Vice President, Ter Molen Watkins & Brandt

Marilyn Foster Kirk, executive vice president, Ter Molen Watkins & Brandt, is a fundraising consultant, educator, and practitioner with more than forty years' experience. During her career, she has provided leadership for and raised major gifts in capital campaigns ranging from \$2.5 million to \$2.25 billion at the University of Wisconsin-Parkside, Garrett-Evangelical Theological Seminary,

Northwestern University, and the University of Illinois at Chicago. She has also served as senior advancement officer with management responsibilities for fundraising, constituent relations, communications, legislative relations, and community affairs.

Marilyn teaches in the nonprofit management programs at North Park University and the University of Wisconsin-Parkside. She has served on the governing boards of many nonprofits and is a past award recipient, board member and president of AFP Chicago.



Amy Funk, Senior Vice President, Ter Molen Watkins & Brandt

Amy Funk, Senior Vice President started her career in the nonprofit sector almost two decades ago and was instrumental in the public phase of a \$20 million capital campaign at Sarasota Opera and the launch of a \$13 million capital campaign at Midwest CareCenter (now JourneyCare). She also oversaw the initial phase of a successful building campaign at the YMCA of Metropolitan Chicago

and served as Chief Development Director at Have Dreams, an autism resource organization.

Mentoring development professionals is a key passion of hers, and she serves on the Peer Mentoring Committee of the Association of Fundraising Professionals Chicago Chapter and DePaul University's Alumni Engagement Committee, School of Public Service. She also leads the Annual Fellows Program of the Development Leadership Consortium, which introduces new development professionals to the philanthropic community in Chicago.



Kirsten Powers, Vice President, Development & Sustainability, Skills for Chicagoland's Future

Kirsten Powers, Vice President, Development & Sustainability with Skills for Chicagoland's Future, drives the fundraising and sustainability strategies for the organization. In this role, Kirsten cultivates and maintains strategic partnerships with corporate, foundation, government, and individual donors. Prior to Skills for Chicagoland's Future, Kirsten held senior development and fundraising roles

at the Field Museum, the Metropolitan Planning Council, Openlands, and the Chicago Association of Neighborhood Development Organizations, in addition to private-sector roles with Arthur Andersen and DSC Logistics.

Kirsten has an M.A. in Public Policy from the University of Chicago and a B.A. from the University of Illinois at Urbana-Champaign.