



# DEVELOPMENT DAY

September 20, 2019  
Radisson Blu Aqua

## CHICAGO

## OVERCOMING OBSTACLES: TURNING CHALLENGES INTO OPPORTUNITIES

As development professionals, we are tasked with executing a variety of organizational responsibilities by continually relying on our personal arsenal of skills and experiences. Inevitably, sometimes things go awry. Please join AFP Chicago and a panel of seasoned development professionals who have each experienced unique non-profit obstacles and steered the ship to safety. Learn how these professionals turned distressing obstacles into unforeseen successes, or at least avoided failure! Learn from those who have gone before you and faced impediments you may experience during your career.

### SPEAKERS:

**Wilonda Cannon, Senior Director of Development, Breakthrough Urban Ministries**

**Julia Doherty, Chief Development Officer, The Joffrey Ballet**

**Dr. Ruth K. Hansen, Assistant Professor, University of Wisconsin-Whitewater's  
College of Business and Economics**

**Judy Lindsey, CFRE, Executive Director, Methodist Hospitals Foundation**



### **Wilonda Cannon, Senior Director of Development, Breakthrough Urban Ministries**

Wilonda Cannon is the Senior Director of Development at Breakthrough Urban Ministries, Chicago, Ill. During her five years in this role, she has grown Breakthrough's annual revenue by over 60 percent. She also developed and mentored a team of fundraising professionals who are paving the way to ensure that Breakthrough is no longer the "best kept secret" on the west side of Chicago.

Cannon is an award-winning public speaker and influential leader in non-profit fundraising, as she provides guidance and expertise to organizations that are managing campaigns alongside annual funds using cutting-edge practices.

Before Breakthrough, Cannon served as a civil engineer in the Air National Guard. She graduated from the Joseph Business School, Forest Park, Ill., and led the fund development and strategic initiatives for Project Eden and the Joseph Business School. State Farm named her 2010's Phenomenal Woman of the Year for her work with Project Eden.



**Julia Doherty, Chief Development Officer, The Joffrey Ballet**

Julia Doherty was appointed Chief Development Officer of The Joffrey Ballet in December 2018. Doherty joined the Joffrey in 2008 as Events Coordinator and was later promoted to Director of Special Events, Director of Development, and most recently, Director of Major Gifts. She is a Chicagoland native, a graduate of St. Ignatius College Prep and DePaul University, earning a degree in English Literature. Highlights of her tenure at the Joffrey include: exceeding fundraising profess goals

by \$1.2 million for the creation and production of Christopher Wheeldon's new *Nutcracker* in 2016; stewarding the Joffrey's first named position with a \$5 million gift from the Paul Galvin Memorial Foundation Trust; a \$750,000 challenge grant from the Lakonishok family for the addition of three new dancers to the Company roster and two additional paid work weeks to the seasonal contracts of every Joffrey artist; and securing \$1.1 million in funding for the world premiere production of Yuri Possokhov's *Anna Karenina*, which debuted February 13, 2019 at the Auditorium Theatre. Doherty lives in Flossmoor, Illinois with her husband and two daughters.



**Dr. Ruth K. Hansen, Assistant Professor, University of Wisconsin-Whitewater's College of Business and Economics**

Ruth K. Hansen is an assistant professor at University of Wisconsin-Whitewater's College of Business and Economics, where she teaches classes in nonprofit organizations, fundraising, organizational behavior, and ethics. Her research focuses on the practice of fundraising, popular support for unpopular causes, and social policy. She speaks regularly on the topics of fundraisers, fundraising, and

related issues both nationally and internationally. Ruth has more than 20 years' professional experience as a fundraiser, and is a former board member of AFP-Chicago. A recent project, "Gary Neighborhood House: Managing Mission and Uncertainty in the Civil Rights Era," will be included in an upcoming volume, *Hoosier Philanthropy*, due out in 2019.



**Judy T. Lindsey, CFRE, Executive Director, Methodist Hospitals Foundation**

Judy Lindsey currently serves as the executive director for Methodist Hospitals Foundation, the philanthropic arm of Methodist Hospitals' healthcare system serving the counties of Northwest Indiana. She is responsible for all aspects of the system's philanthropic efforts as well as its volunteer services and auxiliary. Prior to her appointment at Methodist, Judy spent her entire career in Chicago.

She has remained an active member of the AFP-Chicago Chapter.

With more than 35 years of experience in the not-for-profit sector, Judy worked at the University of Chicago for thirteen years as the director of development for its six libraries. She managed the Library's participation in the \$ 2 billion University-wide campaign in which library gifts totaled \$33 million. She was also a member of the University team that secured an additional \$25 million gift that enabled the construction of a new campus library. Judy's other professional appointments have included senior consultant with The Alford Group, vice president of philanthropy for Chicago Public Media/WBEZ, and vice president of development and communications for Children's Home & Aid Society of Illinois.

Judy has held the Certified Fund Raising Executive (CFRE) designation since 1992 and has served the AFP-Chicago Chapter as a board member, co-chair of the Fellows Program, senior vice president for Ethics and Emerging Initiatives, and faculty chair for the chapter's Fundamentals of Fund Raising Course. In 2018, Judy was awarded the President's Award for her contributions to the chapter.

Judy's volunteer board service has included the Hyde Park School of Dance, Chicago Area Metropolitan Advisory Board of Children's Home & Aid Society, and the former Joseph Holmes Chicago Dance Theater. She is an active member of Women in Philanthropy for Lake County Indiana's community foundation and serves as a non-board, volunteer on the development committee for The Boulevard, a Chicago-based medical respite facility for homeless persons in need of post-hospitalization services.

Judy received her B.S. degree in speech and hearing sciences from Bradley University (magna cum laude) and her M.S. degree in speech and language pathology from the University of Wisconsin-Madison. She is a native Chicagoan residing in the Hyde Park/Kenwood community.