



# WASHINGTON COMMUNITY FOUNDATION CONVENING

October 4 - 6, 2016  
Sleeping Lady Resort  
Leavenworth, WA



## PRESENTERS

**GINA ANSTEY** | Vice President of Grants & Initiatives  
The Greater Tacoma Community Foundation  
@GreaterTacoma

As the Vice President of Grants & Initiatives, Gina leads the program team, and directs our grantmaking vehicles and community partnerships. Gina joined the Community Foundation in January 2008, and has spent the past 6 years as the Director of The Fund for Women & Girls and the past year as a Senior Program Officer.

Prior to joining the Greater Tacoma Community Foundation, Gina was the director of development for Melanoma International Foundation. Her responsibilities included cultivating new donors, stewarding existing donors and sponsors, and soliciting funds from existing and new corporate sponsors in Seattle, Phoenix, and Philadelphia.

Gina received her Bachelor of Arts degree in Political Science and French from Washington University (the one in St. Louis, not Seattle). In addition, she received her Juris Doctorate with a concentration in Environmental Law in 1997 from the University of Washington (the one in Seattle, not St. Louis).

Gina is a Seattle native currently residing in the Capitol Hill neighborhood with her husband, Tim, son Jack and daughter Elise. Gina's hobbies include reading, cooking, and traveling.

**NANCY BACON** | Director of Learning  
Washington Nonprofits  
@WANonprofits

Nancy Bacon creates learning experiences for people on a mission for good. She is a teacher, nonprofit practitioner, and instructional designer who has been turning theory into practice since 1996. Nancy currently leads Washington Nonprofits' education program, which delivers nonprofit training in every county in the state. She designed and led the World Affairs Council of Seattle's award-winning Global Classroom, as well as a study abroad program for UW students to explore race, class, and gender in Salvador, Brazil. A former middle school and ESL teacher, Nancy studied German Literature and Economics at Swarthmore College and holds a

Masters in Public Administration from the UW Evans School of Public Policy and Governance. Nancy occasionally blogs on adult learning at [chunkflipguidelaugh.com](http://chunkflipguidelaugh.com).

**MARGI FOX** | Senior Instructor  
Western Washington University

Margi Fox teaches professional writing at Western Washington University and has written profiles of local nonprofits for The Bellingham Herald. Margi has given numerous workshops on ethical wills/legacy letters. In 2015, she presented a TEDx talk about wills: "The Afterlife of Wills: Why Legacy Matters."

**JOLINE GODFREY** | Principal  
Godfrey Partners

Joline Godfrey is the founder of Independent Means and the author of *Raising Financially Fit Kids* and other cutting edge books and publications related to the financial fluency.

Godfrey received a BS degree from the University of Maine and an MSW from Boston University. Elected as a Kellogg Leadership Fellow, she also received an honorary Degree in Business from Bentley University and was the recipient of the Leavey Award for Excellence.

Ms. Godfrey grew up in a family business in Maine and has been recognized in features for The Today Show, Oprah, Fortune, Business Week, the New York Times and the Financial Times. Independent Means is located in Santa Barbara, CA.

**AUDREY HABERMAN** | Interim CEO, Managing Director  
Philanthropy Northwest, The Giving Practice  
[@philanthropynw](https://twitter.com/philanthropynw)

Audrey is Philanthropy Northwest's Interim CEO, while continuing to lead The Giving Practice, our consulting team. She works with philanthropists in the Northwest and nationally, helping them develop strategies, improve their governance and lead productive collaborations. She is passionate about people, places and communities, which is evident in her recent work with Washington community foundation, her support of learning cohorts through the Bill & Melinda Gates Foundation and her work guiding several funder collaboratives.

Audrey worked for more than 10 years in the field of sexual assault prevention before joining the staff of the Women's Funding Alliance in 1995, then Pride Foundation in 1998. As a former foundation executive, Audrey considers the six years she served on Philanthropy Northwest's board the best professional development she's ever had. She is a graduate of the University of Michigan and lives with her family, a dog and a newly acquired fish.

**MAGGIE KIRBY** | VP Development Manager  
Craft3  
@Craft3Org

Maggie Kirby is Vice President and Development Manager for Craft3, a nonprofit CDFI loan fund with a mission to strengthen economic, ecological and family resilience in Pacific Northwest communities. Maggie leads Craft3's capital development activities and is responsible for developing a diverse and stable funding base to support Craft3's lending activities. She has 12 years of experience working for NGOs in areas of development finance, natural resource conservation and environmental protection. Maggie holds a B.A. in Psychology from Marymount Manhattan College and a Masters of Urban and Environmental Planning from the University of Virginia. Maggie currently lives in Bend, Oregon and serves on the Deschutes County Planning Commission and advisory boards and committees for several regional nonprofit organizations.

**SINDHU KNOTZ** | Partner  
Philanthropy Northwest, The Giving Practice  
@philanthropynw

Sindhu brings fourteen years of experience in the public and private sectors to her work at The Giving Practice. At The Giving Practice, Sindhu's consulting work focuses on strategic planning, facilitation, assessment, and collaborative work. She also leads special initiatives for Philanthropy Northwest, such as the Momentum Fellowship and learning cohorts for leaders advancing diversity, equity and inclusion. Prior to joining The Giving Practice, Sindhu led performance assessments for funders nationwide at the Center for Effective Philanthropy, and she helped federal agencies conduct business process improvements as a senior consultant with Deloitte Consulting LLC. Sindhu had also enjoyed her stints with the National Park Service, and in affordable housing with the Community Housing Partnership, where she began her career in nonprofit fund development. Sindhu holds an MPA from Columbia University, and a B.A. from UC Berkeley, where she graduated Phi Beta Kappa. Sindhu is a board member of 501 Commons, and enjoys the outdoors and international travel.

**TED LORD** | Senior Partner  
Philanthropy Northwest, The Giving Practice  
@tedlord  
@philanthropynw

Ted Lord has been integral to the growth of The Giving Practice since its founding. His multi-year work with Cascadia Foodshed Financing Project, national child welfare CEOs, Bill & Melinda Gates Foundation's Building Community Philanthropy, the Road Map funders group and Philanthropist Forum centers around supporting collaboratives, especially in their adventures to discover how to contribute all their capitals (influence, expertise, and relationships in addition to pooled and aligned funding). He believes learning together and

humor are essential in sustaining voluntary associations beyond their early blue-sky enthusiasm.

Ted's work with new and established groups to discern and articulate learnings, and then design engagement strategies that unleash their passions has led to a series of recent posts on balancing conversation and meetings. His staff and board coaching is based in his CEO stewardship of two public foundations (Pride Foundation 1992–2000; Humanities Washington 2006–2008) and is supplemented by change management skills developed as interim CEO of nonprofits (Camp Fire, Hedgebrook, and DAWN) and the masters in nonprofit leadership at Seattle University.

His belief in the leverage provided by engaging community upfront is informed by board service with United Way of King County, Philanthropy Northwest, 501 Commons and the Alliance for Nonprofits. Ted holds a B.A. from Trinity College and an M.A. from the University of Washington. Ted is also a practicing poet whose work appears in more than forty literary magazines. Co-parenting teenagers provides him an ongoing practicum in punting when faced with unintended consequences and a reminder to value mistakes as part of true life-long learning.

**ERICA MILLS** | Founder & CEO, Director  
Nancy Bell Evans Center on Nonprofits & Philanthropy  
Claxon Marketing  
@ClaxonMarketing

Erica Mills is the founder of Claxon and its flagship offering, Claxon University. She teaches Nonprofit Marketing at the University of Washington's Evans School of Public Policy & Governance, where she is also the Director of the Nancy Bell Evans Center on Nonprofits & Philanthropy. Erica wrote the popular book, *Pitchfalls: why bad pitches happen to good people*, and is the driving force behind *The Wordifier*, a free online tool that uses research to pinpoint which words will get a nonprofit noticed.

**LINDA MOORE** | President & Chief Executive Officer  
Yakima Valley Community Foundation

Linda Moore grew up in Harrah in the lower Yakima Valley where her parents owned "Moore's Feed and Seed." A graduate of Yakima Central Catholic, Linda went on to law school in "the other" Washington. Linda's 30-year legal career includes a diverse general business and real estate practice with the enforcement division of the United States Securities and Exchange Commission and Arnold & Porter, both in Washington, D.C., and as assistant general counsel for The Rouse Company in Columbia, Maryland. Linda has contributed to a wide range of cutting edge community development projects, including the public private partnerships created to develop the mixed-use projects of The Rouse Company's "Inner Harbor" in Baltimore, Maryland, the redevelopment of the Fulton Fish Market at South Street Seaport in New York City and the planned community of Columbia, Maryland.

She returned to Washington State as a partner at Preston, Gates and Ellis (now K&L Gates) in Seattle and left to create her own company, Integrated Solutions. Integrated Solutions is a unique regional, financial and community development firm, focused on rural economic and community development. Linda served on the Whidbey Island County Planning Commission through its completion of the Island County Growth Management Comprehensive Plan. Ms. Moore also served on the boards of various community organizations, including the Pride Foundation in Seattle, Greenbank Farms and the Goosefoot Community Fund on Whidbey Island. She has taught and been a lecturer on various continuing legal education topics conducting numerous workshops and strategic planning for economic and community development and other not for profit organizations.

Linda returned to Yakima and began her new position in September 2011.

**ALLISON PARKER** | Director, Philanthropy Partnerships  
Seattle Foundation  
@SeattleFnd

Allison expanded Seattle Foundation's Impact Investing program to provide greater opportunity for philanthropists to deploy resources in dynamic ways for the social good. She advises philanthropists giving during their lifetimes as well as those who choose to make charitable gifts through their wills and estate plans do so in a satisfying way while also meeting the needs of our community. Allison leads a team of philanthropic advisors who focus on non-profit and agency endowments, corporate philanthropy, impact investing, scholarships and other specialized philanthropic services.

As a former program officer and scholarship manager, Allison brings a breath of knowledge to philanthropic advising. Allison previously worked for U.S. Senator Patty Murray and was a nonprofit fundraiser. She holds a Bachelor of Arts in Political Science and a Certificate in Fundraising Management from UW. Her volunteer commitments include the Board of Seattle Rotary #4. In 2012, the Puget Sound Business Journal honored Allison with its "Forty Under 40" Award. She is a Certified Fundraising Executive (CFRE) and is currently studying for her CAP (Chartered Advisor in Philanthropy) designation. Allison has been working at Seattle Foundation since 2006, and her philanthropic interests are: child welfare, equitable educational and economic opportunities, environmental stewardship, and ending sex- and human-trafficking. She lives in Ballard with her husband, Matt, and kindergartener, Jackson.

**JEFF OSTENSON** | Executive Producer  
North 40 Productions  
@NorthFortyPro

Jeff Ostenson grew up on a local apple and pear orchard. He left to pursue his education at Pacific Lutheran University in Tacoma, moved to Bellingham to marry his future wife, Heather, and in 1997, the two returned to their hometown of Wenatchee to pursue a goal of improving

the community around them. Jeff spent several years as a mental health provider and was also the General Manager of an organic tree fruit packing operation. Today, Jeff is the owner of North 40 Productions, a digital media production house in Wenatchee. Over the last nine years, Jeff and his team have amassed substantial experience working with clients to develop and deliver marketing messages and by creating their own original material. From Wenatchee to Austin, Texas, from fruit growers, non-profits, state agencies and Native American Tribes to from ski areas and mountain bike trails, Jeff and his crew have consulted on a remarkably diverse group of projects and filmed in produced stories around the world creating TV commercials, animations, motion graphics, documentary shorts, narrative shorts, and feature documentary films. Jeff is currently serving as President of the Board at the Numerica Performing Arts Center and volunteers with the Chelan Douglas Land Trust, Greater Wenatchee Technology Alliance and the Wenatchee School District. He also enjoys skiing and biking of all sorts.

**PETER PENNEKAMP** | Senior Fellow & Operations Manager  
Community Democracy Workshop  
@CDWvoices

Peter Pennekamp has explored and worked to advance an inclusive American experience in his career in the arts, radio and philanthropy and is a founder of Community Democracy Workshop. He has held prior positions at the National Endowment for the Arts, National Public Radio, the Humboldt Area Foundation and Humboldt State University.

Favorite efforts for change before the Community Democracy Workshop include the National Task Force on Touring and Presenting the Performing Arts, which sought to advance the performances appearing on America's stages to reflect the contemporary American experience; Working Group on the New American Sensibility with a similar purpose on radio and in the Humanities; Wade in the Water, a 26 hour radio series on Music of the African American Tradition, a Peabody Award winning partnership between NPR and the Smithsonian Institution with host and director Dr. Bernice Johnson Reagon; Heat with John Hockenberry, which also won a Peabody Award with Senior Producer Ira Glass; Creation of the Culture Desk within NPR News; and performing the media policy analysis of the world's failure to prevent genocide in Timor Leste that led to the Global Forum for Media Development.

He and Anne Focke wrote *Philanthropy and the Regeneration of Community Democracy*, published by the Kettering Foundation in early 2013. Later that year he guest edited a special issue of the *National Civic Review*, volume 102, Number 3, on Philanthropy and Resident Engagement. He has had essays and conversations published on culture and democracy for over 25 years and has been a speaker internationally.

Peter has worked broadly in both private and public philanthropy as trustee; The California Endowment, The Archibald Bush Foundation, Morris Graves Foundation, or as grant, strategy, organizational development, and policy advisor.

In addition to being a part of Peabody Award winning radio series teams, Peter was awarded the NEA Distinguished Service Award; California Arts Council's Exemplary Contributions to

the Arts in California Award, United Indian Health Services Friends are Good Medicine Award, and others.

**NORMA SCHUITEMAN** | President & CEO  
Community Foundation of South Puget Sound

Norma has been the President & CEO of The Community Foundation of South Puget Sound since 2004. She works with a 20-member board of directors and three staff members.

Past careers include a high school teacher and coach, hospital vice president, and consultant to community foundations in the Midwest. She is a Registered Nurse and has a Masters Degree in Public Administration from Western Michigan University. She recently earned a certificate as an Integrative Nurse Coach.

She is gaga about her two grandchildren, who live in the Galapagos Islands.