



DIGITAL STRATEGIES for COMMUNITY and PLACE-BASED FOUNDATIONS

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PARTICIPANTS



Betsy Anderson

Communications Director, The Philadelphia Foundation

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Betsy Anderson is communications director at The Philadelphia Foundation, where she has worked since 2009. She began her career as a reporter and editor for newspapers in Michigan and New Jersey. Her work covering education, politics, religion, agriculture and the military has been recognized with honors including first places in feature writing from the New Jersey Press Association and the New Jersey Chapter of Sigma Delta Chi, the society of professional journalists. She also is the winner of the Benjamin Fine Award for the National Association of Secondary School Principals and was a finalist in the Penney-Missouri national newspaper feature writing competition. She has worked as a contributing editor and freelance writer, producing story packages and cover stories, for nationally known newspapers including the *New York Times* and the *Philadelphia Inquirer*, as well as *Atlantic City*, *Delaware Valley*, *Applause*, *Just CrossStitch*, *Military Lifestyle* and *Soroptomist* magazines. In addition, she is a co-author of *The Prentice Hall Complete Business Etiquette Handbook*, chosen as a Newbridge Book Club executive program selection and which has been translated into Mandarin Chinese. She has worked in public relations for Garden State Cable, as director of public relations at Moorestown Friends School and as assistant director of communications for the School of Communications and Theater at Temple University. She is a summa cum laude Phi Beta Kappa graduate of Albion College, with a bachelor of arts in English and political science, along with a mass communications concentration.

Alice Andrews

Executive Assistant, Community Foundation of South Jersey

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Alice Andrews began work as executive assistant at the Community Foundation of South Jersey in 2013. For most of her previous career she was with the American Friends Service Committee (AFSC), a Quaker philanthropic organization based in Philadelphia. At AFSC, she supervised development and relief programs in Asia and served as the deputy director of international programs. She has lived most of her life in Medford, N.J. and was educated at Brown University and the University of Pennsylvania. She is married with two grown children.

Jaclyn Brandt

Digital Communications, Edna McConnell Clark Foundation

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Jaclyn Brandt works in digital communications at the Edna McConnell Clark Foundation. She manages the foundation's social media platforms and digital assets, and assists with external facing communications, including events and grantee relations. Previously, Brandt worked in communications at various entertainment and fashion entities on the West Coast. She graduated from the University of Southern California with dual degrees in business and communications.

**Michelle Cash**

Vice President Grants & Programs, Princeton Area Community Foundation

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As vice president of grants and programs at Princeton Area Community Foundation, Michelle Cash is the primary staff person responsible for grantmaking, community programs, and outreach; and for the implementation of strategic initiatives related to the foundation's role as a community builder. She performs assessments of grant proposals, and develops program and policy recommendations. Prior to the Community Foundation, Cash was the community involvement manager for the ETS Social Investment Fund. She has served as the vice-chair of the board

Every Child Valued and as board president of the Lawrence Township Community Foundation. Cash is a fellow of Leadership New Jersey, Class of 2010, and a native of Silver Spring, Md, near Washington, DC. She and her husband have lived in Lawrenceville, N.J., since 1998 where they raised two sons.



Marianne Devlin

Director, Public Relations, Overlook Foundation
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For the past six years, Marianne Devlin has served as director, public relations for the Overlook Foundation, which raises funds for Overlook Medical Center in Summit, N.J. A graduate of Seton Hall University, she previously spent more than 20 years as a public relations and marketing consultant for both nonprofit and for-profit organizations.

Crystal Dundas

Program and Communications Officer, Wells Fargo Regional Foundation
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Crystal Dundas oversees the foundation’s communications and media relations. She also serves as a program officer, reviewing grant proposals and making grant recommendations to the board. Dundas joined the foundation in 2008 from UBS Financial Services where she served as grant manager for wealth management corporate contributions and UBS Foundation USA. Prior to her work at UBS, Dundas spent four years running job readiness and financial literacy programs for youth in the city of Philadelphia.

She is the former co-chair of the Steering Committee of Emerging Practitioners in Philanthropy’s (EPIP) Philadelphia chapter. Dundas holds a BS in economics from the University of Pennsylvania’s Wharton School of Business.



David Fleming

Senior Vice President for Development, Delaware Community Foundation
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David Fleming is enjoying his second major career as the senior vice president for development of the Delaware Community Foundation. In this role, he has the opportunity to work with individual donors to maximize the impact of their philanthropy through the establishment of endowed funds to benefit nonprofit organizations. He also assists nonprofit organizations in developing their sustaining and endowment funds and in addressing pressing community needs through coordination of community resources.

Prior to the DCF, Fleming had a distinguished career as the CEO of five major performing arts centers in Delaware, New Jersey, Texas, Wisconsin and Massachusetts. Three of those centers were developed around historic theaters and Fleming became nationally known for his leadership in the historic theater restoration movement, serving for several years as the National President of the League of Historic American Theatres.

While leading these various theaters, Fleming developed exceptional educational and lecture programs, oversaw tens of millions of dollars in fundraising and historic restoration work, presented many internationally renowned performing artists, co-produced touring and Broadway attractions, and served as a Tony voting member of the League of American Theaters and Producers. Fleming earned a Bachelor of Arts degree in Theater Arts at the University of Delaware and a Master of Fine Arts degree at Smith College.



Diane B. Hagerman

Manager, Program Development, New Jersey Health Initiatives (a national program of the Robert Wood Johnson Foundation)

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Diane Hagerman joined New Jersey Health Initiatives in 2002 as a communications officer. In her current role as manager of program development, she manages the program office's communications functions while working directly with grantees to ensure they are able to realize the full potential of their projects funded by NJHI. Hagerman currently leads the *NJHI: Primary Care Workforce Innovations* cohort of grantees-focused on redesigning workforce roles in primary care settings to ensure delivery of efficient, quality care.

Her career has spanned the fields of technology, casino gaming and healthcare -- diverse industries where she was able to apply her communications skills to motivate others to make the most of their opportunities. Born in Newark and raised in Union County, Hagerman is a true "Jersey girl!" Her career focus is on improving the supports and systems in our state to ensure that our residents, young and old, have the resources and opportunities to live healthy, fulfilling lives. With a 10- year-old "Jersey-girl" daughter, ensuring New Jersey has a healthy, vibrant future is of utmost importance to Hagerman, who holds a bachelor of business science degree in marketing from Webber College in Babson Park, FL, and a MA in mass communication from the University of Florida.

Jonathan Kartt

Programs and Evaluation, Rita Allen Foundation

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Jonathan Kartt is the officer for programs and evaluation at the Rita Allen Foundation, which supports work in the fields of U.S. civic literacy and engagement and biomedical research. Previously, at the Bridgespan Group he advised large and small foundations and nonprofits in the international development, U.S. democracy, human rights, and other fields. Prior to Bridgespan, Kartt worked at Fundación AVINA in San Jose, Costa Rica, in private sector development at the World Bank/International Finance Corporation, and as a for-profit strategy consultant focusing on life sciences and energy. He also serves on the board of directors of the Magnum Photography Foundation. He studied at Dartmouth College and at Johns Hopkins School of Advanced International Studies (SAIS) in Bologna, Italy and Washington DC.

James Kellogg

President, J.C. Kellogg Foundation

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James Kellogg is president of the J.C.Kellogg Foundation, named for his father when it was founded in the early 1950s when Jim and two of his brothers contracted polio. It focused on granting medical scholarships for interns until the late 1980s when the federal government increased funding for them. Today the foundation has the city of Elizabeth as a primary focus.

Kellogg graduated from Princeton in 1961 and Harvard Law School in 1964. He clerked for Justice John J. Francis of the New Jersey Supreme Court and was an associate at Shearman & Sterling in New York City from 1965 to 1970. From 1970 to 1973 he was an investment banker with Walston & Co., Inc. in New York City. From 1973 to 1994 he practiced law in New York and New Jersey and served as a director of Prudential from 1978 to 1994. In 1994 he became President of the Community Foundation of New Jersey and retired in 2002.

He has served on the board of the New Jersey Housing and Mortgage Finance Agency 1974 to 1986, New Jersey Transit 1990 to 1994 and as a member of the Investment Council in the New Jersey Treasurer's Office which oversees the investment of the state's pension investments 2006 to 2011.

He is treasurer of the Bay Head Chapel and vice president of the Bay Head Improvement Association. He and his wife Gail live in Short Hills, N.J. and are the parents of three and the grandparents of nine.



Erin Kelly

Social Media Manager, Robert Wood Johnson Foundation

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As social media manager, Erin Kelly thinks strategically and tactically about how the Robert Wood Johnson Foundation can leverage digital and social media to achieve our goals. She works in partnership with every foundation office to develop and coordinate a variety of campaigns across social media channels. Kelly monitors social trends to stay informed of the evolving landscape, tools, and strategies, helping the foundation stay at the forefront of new innovation. She also leads trainings and best practice development to bolster the foundation's social media knowledge base.

Kelly was drawn to the foundation's mission in 2007 to improve health and health care in every community and praises RWJF for its approach to philanthropy, noting that "it's not who we are as individuals at the foundation but how we all work collaboratively to do this job better." Moreover, she views her work as a way to "see the whole"—working across the foundation's program teams to help present their projects, research, and achievements across the web.

Before joining the foundation, she spent six years at Johnson & Johnson. In addition to leading a team to redesign the Internet portal, for which she received an Encore Award, Kelly was responsible for managing employee newsletters, intranet content, speechwriting, and broadcast communications. She also was a member of the *jnj.com* Internet team during her MCIS Fellowship in Corporate Communications. During her tenure at Johnson & Johnson she received a Johnson & Johnson Standards of Leadership Award in June 2006 and was recognized for her involvement with the Women's Leadership Initiative.

Kelly has a master's degree in communication and information studies, and a bachelor's degree in communication, both from Rutgers University.



Kenneth H. Klipstein

Director, Watershed Protection Program, New Jersey Water Supply Authority

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Kenneth Klipstein is director of Watershed Protection Programs for the New Jersey Water Supply Authority, having managed that program since March 2008. He holds a B.S. in Environmental Planning from Cook College, Rutgers University, and an A.A.S. in Civil Technology from the University of New Hampshire. Prior to joining the Authority,

Ken worked for 20 years at the New Jersey Department of Environmental Protection (NJDEP), where he most recently served as Bureau Chief for Watershed Planning in the Division of Watershed Management. His non-profit interests include board positions with the New Jersey Conservation Foundation, the Tewksbury Land Trust, the New Jersey Invasive Species Strike Team and the Pinchot Institute for Conservation. He serves as First Vice President of the E.C. Klipstein Foundation.



Laura K. Landy

President & CEO, Fannie E. Rippel Foundation

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Laura K. Landy is the president and CEO of the Fannie E. Rippel Foundation and founder and chair of ReThink Health, the foundation's collaborative initiative focused reforming the American health system to improve the health of our people and the sustainability of our health system. Landy has more than 35 years of experience promoting social entrepreneurship and innovation and creating models of change in banking, the arts, health, economic development, and higher education. She received her undergraduate degree from Washington University in St. Louis and

MBA from New York University. She is a Fellow of the New York Academy of Medicine and a trustee of Dartmouth-Hitchcock Health System.



Marion O'Neill

Manager, Corporate Contributions, PSEG Foundation

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Marion O'Neill is the manager, corporate contributions in the corporate responsibility department for Public Service Enterprise Group, a diversified energy company with subsidiaries Public Service Electric and Gas Company, PSEG Power among others.

In corporate responsibility, O'Neill has engaged in projects such as contribution governance and compliance, policy issues, urban initiatives, safety and disaster relief funding, trade group advocacy, major event planning and fundraising, signature programs, employee involvement including the establishment of an employee crisis fund and communicating to both internal and external audiences.

She holds a BA in English from Montclair State College and an MBA from Fairleigh Dickinson University. She serves on the Board Center for Nonprofit Corporations, the Turtle Back Zoo, and is the Chair of the Newark Museum Business and Community Council and is a member of the Council of New Jersey Grantmakers Policy Committee and the Conference Board Contributions Council.

She is the mother of two children, Michael and Ellen.



Bonnie Petrauskas

*Director, Corporate Contributions & Community Relations,
Johnson & Johnson*

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Bonnie Petrauskas has served as a director of corporate contributions and community relations at Johnson & Johnson since 2007. She leads philanthropic efforts at Johnson & Johnson focused on improving the health and vitality of communities where Johnson & Johnson employees live and work.

In her current role, Petrauskas is responsible for establishing community-based partnerships to identify and address critical issues and trends impacting the health of residents in New Jersey. She oversees key Johnson & Johnson partnerships that address food security, disease prevention, academic excellence, and community livability. Her work is driven by her passion to help families lead healthy and productive lives.



Kathy Smith

Program Officer, Partners for Health Foundation

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Kathy Smith is the program officer at Partners for Health Foundation and is responsible for the foundation's grant-making strategy. Prior to joining the Foundation staff, she was the co-director of the Montclair Public Schools Health and Wellness Partnership.

She currently serves as board president of America Walks and is a co-organizer of TEDxMontclair. Smith holds a BS in economics from Rutgers University and a MA in community health education from Montclair State University.

Nina Stack

President, Council of New Jersey Grantmakers

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A senior administrator and external affairs professional with over 25 year experience in the private, government and nonprofit sectors Nina Stack was named president of the Council of New Jersey Grantmakers (CNJG) January, 2005. In her role as CEO, she has shepherded several leadership initiatives of the council including significant work to help inform and engage the philanthropic community in-state and across the country in response to Super Storm Sandy. In recognition of all the council and the philanthropic community did, Stack was invited to meet President Obama in May 2013. Prior to joining the council, she spent ten years as director of external affairs for the New Jersey State Council on the Arts, a post she held beginning in 1988. In addition to her government work, she has held marketing and communications leadership positions within several nonprofit organizations including the Newark Museum and Center Stage. She also served as business affairs manager for Russek Advertising, a New York-based boutique firm specializing in the arts and entertainment. She is a graduate of Ohio Wesleyan University.

Amy Testa

Finance Associate, Fannie E. Rippel Foundation

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Amy Testa serves a multipurpose role as the finance associate for the Fannie E. Rippel Foundation. She assists the CFO and vice president, administration, with management of the foundation's financial activities, bookkeeping, and contracts management. She is also responsible for grants record-keeping, human resources assistance, and database management. She joined the foundation in 2013 after serving for five years as the office and finance manager for NY/NJ Baykeeper. Previously she was employed with an international agricultural non-profit in Washington DC, and prior to that she worked for an international animal welfare non-profit. Testa is a 2005 graduate of Cornell University, where she earned her bachelor's of science in natural resources, ecology, and environmental policy.

Kathleen Thompson

Operations and Program, Rita Allen Foundation

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Before joining the Rita Allen Foundation team in 2012 in her position of operations and program, Kathleen Thompson was an independent consultant providing executive administration, strategic planning and project management services to a variety of nonprofit organizations in the region. From 1997 through 2002, Thompson served as director of board relations at NJN Public Television and Radio. She holds a BA from Rutgers College at Rutgers University in history and journalism/mass media.

Aaron Turner

Senior Program Manager, MCJ Amelior Foundation

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Aaron Turner is the senior program officer at the MCJ Amelior Foundation where she manages the education portfolio of investments. Prior to joining MCJ, she worked as a program officer at the Foundation for Newark's Future. Turner joined the foundation world after eight years working at the New York City Department of Education (NYCDOE) in a variety of roles. For four years, she led the Office of School Redesign where she spearheaded the effort to standardize how more than 20 large, comprehensive secondary schools restructured into Small Learning Communities with theme-based semi-autonomous academies. Her work included managing over \$17 million in federal and philanthropic grants and establishing a framework, implementation rubric, and targeted professional development to support schools in their improvement efforts. New York City's work in this area was recognized as a national model of promising practice. Later, Turner worked with the NYCDOE's chief operating officer as the senior director for strategic communications and outreach where she provided oversight for and supported the implementation strategic priorities for the division of community engagement, the Office of Family Information and Action, and the Panel for Educational Policy. She also coordinated a strategic communications plan for the NYCDOE that served as a blueprint for NYC's education campaign. Prior to leaving the department, Turner led a major leadership pipeline program designed to develop the capacity of teachers to lead their peers and to increase the number and preparedness of teacher leaders ready to take on school-wide leadership positions. Before joining the NYCDOE, she managed national children's literacy grants at Reading is Fundamental (RIF) and traveled the country to monitor and support program implementation in schools and communities.



Lucy Vandenberg

Senior Program officer, The Fund for New Jersey

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Lucy Vandenberg is the senior program officer for The Fund for New Jersey. She previously served as the executive director of PlanSmart NJ, a statewide non-profit research and planning organization that advocates for smart growth. She has a broad background in land use planning, community development, housing, and urban revitalization. She is a licensed professional planner. Vandenberg formerly served as a planning and redevelopment aide in the city of Camden where she created new

energy-efficiency programs for the city and worked to develop strategies to revitalize abandoned properties. Previous to this, she was the executive director of the NJ Council on Affordable Housing (COAH) from 2003 until 2010, where she supervised a staff of 25 and worked with municipalities to provide their fair share of affordable housing under the Mt. Laurel Supreme Court decisions. Earlier in her career, she served as the senior policy advisor for housing and urban revitalization in Governor James E. McGreevey's administration. From 1997 to 2002, Vandenberg worked in the non-profit sector, serving as the associate director of the Housing and Community Development Network of NJ, a statewide association of affordable housing and community development organizations working to build communities. She has an M.S.W. in policy and planning from Rutgers University and a bachelor's degree from the University of Michigan. She is a member of the board of directors of Preservation New Jersey, the Trenton Green Team, and serves as a member of the Mercer County Open Space Preservation Board.



Craig Weinrich

Director of Member Services, Council of New Jersey Grantmakers

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Craig Weinrich serves as the director of member services at the Council of New Jersey Grantmakers, where he helps to recruit and retain members. Additionally, he assists the members to organize affinity group meetings, monitors the listserves, and helps develop other programs such as funder briefings or skills-based workshops.

Weinrich has worked in the nonprofit sector for his entire career. It began by not wanting to work in the dining hall again during his sophomore year at Dickinson College. Through an arts management internship with the Eaken Piano Trio, artists-in-residence at Dickinson, he realized that there are jobs in the music industry that are not performance-oriented (not to be confused with results-oriented outcomes!). From there, Weinrich served as development directors for the Delaware Symphony and Springfield (MA) Symphony Orchestras, where he even dressed up as their newly-created penguin mascot for their education concerts.

He then transitioned to the Nonprofit Coordinating Committee of New York, a membership association of nonprofits in the New York City area, serving as their membership, outreach and IT director for nine years to recruit and retain members. While at NPCC, he earned a nonprofit management certificate from Baruch College through the United Way Nonprofit Leadership Institute. Prior to joining CNJG, Weinrich served as the membership director for the Maryland Association of Nonprofit Organizations. At each job, he served as the "accidental techie" for each organization, assisting with their technology and social media needs.