

OBSERVER PHILANTHROPY

FALL 2011

Cinderella Balls

The Best Parties On Our Calendar

Young Successes Give Tips on How to Give

Grand Dames Changing New York

Lee Brodsky, Kyle Koepfel, Samantha Elfland at the UJA's Emerging Leaders & Philanthropist's annual Generosity event, which takes place every January.



Young Love

Early philanthropists with a passion share their tips on how to make it

By Anna Sanders

For a few young New Yorkers, getting involved in philanthropy is second nature. For 11-year-old Lillian Pravda, founder of Vision For and From Children it's a passion. Pravda started giving away toys and books at the New York Eye and Ear Infirmary when she was just six years old. But for the rest of us with time and money to spare, deciding where to start can be difficult. Luckily, four young philanthropists have donated more of their time to provide tips on how to make it in the giving world.

Though Elspeth Gilmore, 33, inherited money when she was 21 years old, most of her original giving involved writing checks to various charitable organizations. When she was 26 years old, a friend introduced Ms. Gilmore to Resource Generation, an organization of wealthy young people hoping to transform philanthropy.

"A friend dragged me to it," Ms. Gilmore said. "Which I think is a pretty common story for Resource Generation. Looking at wealth and class and giving can be pretty tough subject on a whole bunch of different levels."

Ms. Gilmore said Resource Generation, a group she now co-directs, got her directly

involved in organizations she supported financially. Since joining, she said a highlight has been working with Gulf South Allied Funders, a group of nine wealthy young people who met through Resource Generation and raised \$1 million a year for three years following Hurricane Katrina. The group gave \$3.5 million to the Twenty-First Century Foundation, an organization focused on black communities, who then donated the money to grassroots organizations in the south.

"It was getting to work with a group of people where we actually pooled our money together and had conversation with other organizations," she said.

Ms. Gilmore emphasized the importance of getting involved in a philanthropic community.

"The most important thing for me has been having peers in a larger community that supports me in grappling with the bigger questions that come up in philanthropy," Ms. Gilmore said.

Ms. Gilmore said young people interested in philanthropy should try to find a community of peers to help them work through questions about where to give and how much.

"That I can actually have elders and mentors that I can hash all of this

out with has I think been my biggest recommendation," she said.

For the last 15 years, Jason Franklin, 31, has worked in the nonprofit field. When he moved to New York to study nonprofit management at the Milano Graduate School at the New School, Mr. Franklin became involved with his family's small foundation—Franklin Weinberg Fund—and other organizations in the city. But his passion for community work began in high school when he started a group called Oregon Students Supporting Education.

"[It] grew from four students to 10,000 students in six months and helped turn back the tide against budget cuts in Oregon public schools," said Mr. Franklin. "So I guess I started early and realized the possibilities for change."

Right now Mr. Franklin is the head of Bolder Giving, a group that works to inspire people to take more risks in their giving. He's also an adjunct professor at NYU's Wagner School for Public Service and serves on the board at North Star Fund, Proteus Fund, 21st Century School Fund and Resource Generation.

When it comes to getting started in philanthropy, Mr. Franklin said perfection isn't important.

"If you've found a good organization that is doing good work, the best way to learn about giving is to start giving," he said.

Mr. Franklin also said getting involved with the North Star Fund, which supports an array of grassroots community groups, allowed him to discover the variety of organizations in the city.

"I'm a really big believer of the power of getting involved in the community of donors like that," he said.

When it comes to philanthropy, most people think of multi-digit donations to various charities by the wealthy elite, explained Daniel Karpantschof. The 26-year-old is the co-founder and conference producer of The Nexus: Global Youth Summit, a conference linking entrepreneurs with young wealth holders.

"Philanthropy has some connotations to it," he said. "Young people are more interested in building something and starting something other than just engaging in a cause."



Elspeth Gilmore is the co-director of Resource Generation, which organizes young philanthropists.

While Mr. Karpantschof said he'd never consider himself a philanthropist, most of his ventures have a, "social feedback" mechanism funneled into them. Mr. Karpantschof co-founded several companies, including Natur-Energi, Europe's first supplier of 100 percent clean and sustainable energy.

In short, Mr. Karpantschof is a philanthropic entrepreneur.

"It's a funny thing," he said. "Because it's hard to define. It's an entrepreneurial approach to social issues." If you're involved in start-up that has a conscience, you're a social entrepreneur, he explained.

For Mr. Karpantschof, becoming a social entrepreneur—or even an active philanthropist—requires passion, but also a certain level of business savvy. His biggest tip is that higher education isn't important, but the networking and training aspects are invaluable.

Though he concedes money makes being a social entrepreneur easier, it's not completely essential.

"Capital tends to make your life easier because it tends to buy you time to dedicate to your passion," said Mr. Karpantschof.

Since getting involved with UJA-Federation, Samantha Elfland, 28, has gone on a mission to Argentina, planned charity events and has worked

on small volunteer projects. Ms. Elfland joined UJA five years and continues to be involved in New York's philanthropic Jewish organization on the Generosity committee, a society for socially-conscious Jews in their twenties and thirties.

"My world just keeps on expanding and growing which is great," said Ms. Elfland about her work with UJA. She said she likes that UJA provides support for Jews and other organizations around the world.

"UJ just does a good job of creating a community space for Jews to learn," she added.

Ms. Elfland said having access to money isn't important to get started in philanthropy.

"It's really important to work with a cause you're passionate about," she said. "Something that has directly impacted your life, like cancer research."

She also noted the importance of reaching out to new organizations.

"Most are pretty open and willing to get you involved," Ms. Elfland.

CATHOLIC CHARITIES

For Nearly 100 Years, Catholic Charities Has Eased Nearly Every Human Need in New York

In a city where restaurants are a hot topic, Catholic Charities New York gives more than 6.5 million meals a year to hungry New Yorkers. In a city where real estate rules, Catholic Charities shelters more than 1,500 homeless New Yorkers each night. Every year, Catholic Charities gives 27,000 New York children a year a safe place to play and nearly 10,000 a place to grow and learn. In these uncertain economic times, families who have never had to ask for help before—for rent or mortgage payments, for food or heat for their homes—come to Catholic Charities, and find help and hope for a better future and the strength to overcome hard times.

Catholic Charities New York is never far from people in need. The agency has offices in Manhattan, the Bronx, Staten Island and throughout the Hudson Valley from Rockland and Westchester counties to Ulster and Dutchess. Day laborers in Yonkers find guidance through Catholic Charities. So do immigrant farm workers in Orange County. Catholic Community Services in Rockland feeds the hungry with food from its own community garden. Catholic Charities New York eases nearly every human need.

And religion or lack of it does not enter into the equation for Catholic Charities. As Monsignor Kevin Sullivan, Catholic Charities executive director says, "We serve people or all religions or no



religion. Need is our only criterion."

Now, when the donor dollar is more precious than ever, Catholic Charities uses more of it – 88 cents of every dollar – to support direct services for New York's needy. A former NYC mayor once said: "Without Catholic Charities, I couldn't run New York." It is a friend when a New Yorker is friendless, a guide when a New Yorker has lost the way, help when a New Yorker has

nowhere else to turn, and a source of hope when life seems bleak. Catholic Charities provides help and hope in the darkest corners of need, by treating every individual with dignity.

Be a Part of It. Help Catholic Charities Help: 646-794-2051
To get help: 888-744-7900
www.CatholicCharitiesNY.org
www.facebook.com/CatholicCharities
<http://twitter.com/CathCharitiesNY>

CALENDAR OF EVENTS

Our list of the best philanthropic galas, benefits and events this party season

OCTOBER 5

The Mariinsky Orchestra Opening Night Gala at Carnegie Hall

kicks off party season with a performance by Yo-Yo Ma and Valery Gergiev's orchestra. Part of Carnegie Hall's 120th Anniversary Celebration, the Opening Night Gala is black-tie and sure to be attended by the elite: Mayor Michael Bloomberg and Alec Baldwin. Tickets aren't cheap but get you a seat at the concert and post-gala dinner at the Waldorf-Astoria.

7 p.m., Rohatyn Room, Carnegie Hall, RSVP online or call 212-903-9679

Whitney Gala and Studio Party

is the perfect event for art and celebrity lovers. Last year, Jayne Semour, Claire Danes, Lily Donaldson and John Legend all dressed to impress for the museum's two-part fundraiser. The event begins with a Gala and is immediately followed by the Studio party. As if that isn't enough, this year's guest list will grow to include Michelle Monaghan and Naomi Watts.

6:30 p.m., Hudson River Park's Pier 57, details at 212-606-0396 or whitneyevents@whitney.org



2010 SCF Gala.

OCTOBER 11

The Skin Cancer Foundation's annual Skin Sense Award Gala

2011 will be a hit for philanthropists and partiers alike. Even if you don't care about the event's honorees (who will be recognized for their achievement in skin health), Katie Couric, EXTRA TV's Jerry Penacoli and Sam Champion from Good Morning America will surely make the night. Also, who can deny cocktails at the Plaza?

6:30 p.m. cocktails, 8 p.m., dinner, The Plaza, RSVP at 212-725-5176 x105 or visit www.SkinCancer.org/Events

OCTOBER 12

The New York-Presbyterian/Weill Cornell Medical Center's

"Cabaret 2011" is a black tie affair that benefits the continuing work of the medical center. Last year, Katie Couric was the Cabaret's host and singer and actress Idina Menzel made an appearance. This year, there will be a special performance by three-time Tony nominated singer and actress Kelli O'Hara.

6:30 p.m., The Park Avenue Armory, contact Jessica Luna at 914-235-1490, ext. 14 or nypweillcornell@thejfmgroup.com

OCTOBER 13

The best thing about the **Annual Hedge Fund Rocktoberfest** isn't the open bar, the food or the gift bag: at the A Leg To Stand On event, hedge fund and finance community leaders will perform some good old fashioned rock-and-roll. The event will raise awareness for A Leg To Stand On, which supports limb-disabled children in the developing world. Some past rockers include Goldman Sachs and Deutsche Bank—who knew Wall Street could be so cool?

7 p.m., 583 Park Avenue, RSVP at <http://www.altso.org/rocktoberfest/> or call 212-683-8805 for more information

OCTOBER 18

City Harvest's "Bid Against Hunger"

is the perfect opportunity to try some gourmet food for a cause. The walk-around restaurant tasting includes Butter Restaurant, Blue Hill, Craft, landmark, Le Bernardin and Tribeca Grill. Guests will also have the chance to bid on prizes including a dinner party cooked by three of New York's chefs and a custom wine class at Le Bernardin. Don't let your local liquor store quench your thirst this weekend.

7:30-10:00 p.m., Metropolitan



Carnegie Hall hosts the Mariinsky Orchestra's Opening Night Gala.

Pavilion, get tickets online at <https://giving.cityharvest.org/bid2011-tickets> or contact events@cityharvest.org or 917-351-8725

OCTOBER 25

The 28th Annual Rita Hayworth Gala is always a must. This year, the theme "Hollywood Glamour" honors the late actress but, with the likes of Ivana Trump, foodie Padma Lakshmi and stylist Mary Alice Stephenson in attendance last year, it's hardly necessary. Dancing, dinner and entertainment accompany a silent auction to raise funds to combat Alzheimer's disease. It may be the good girl's party but it is definitely a good cause. *(6:30 p.m., Waldorf-Astoria Grand Ballroom, details at 212-843-1712 or alz@hgnyc.com).*

OCTOBER 26

The Elton John AIDS Foundation's annual "An Enduring Vision" event is a major celebrity get-together. Christina Ricci, Hugh Jackman and Donna Karan are just a few of last year's notable attendees. Hosted by Anderson Cooper this year, it's sure to be unforgettable. *Ttkk, Cipriani Wall Street, for information, email info@ejaf.org*

NOVEMBER 1

At the **Princess Grace Awards 2011 Gala presented by the Princess Grace Foundation-USA**, emerging artists in theater, dance and film will be honored for their talents. The Princess Grace Statue Award will also be presented to Never Say Never director Jon M. Chu. If someone who followed Justin around isn't royalty enough, TSH The Prince and Princess of Monaco will also be in attendance—so, if your annual trip to Monaco never got booked this year, now. *6:30 p.m., Cipriani 42nd Street, contact Tamara Leuchtenburg at [EventAssociates at 212-245-6570, x15, \[Tamaral@eventassociatesinc.com\]\(mailto:Tamaral@eventassociatesinc.com\) for more information](mailto:EventAssociates@212-245-6570)*

NOVEMBER 2

At it's **2011 Living Landmarks Celebration**, the New York Landmarks Conservancy will honor those dedicated New Yorkers who have made remarkable contributions to the City. Though you might not care about landmarked buildings, this year's honorees—along with the cocktails—are sure to get

you excited: Louise Kerz Hirschfeld, Lewis B. Cullman, Angela Lansbury, Danny Meyer and Regis Philbin are NYC devotees honored this year. *7 p.m., Plaza Hotel, contact 914-235-1490 x16 or nylc@theifmggroup.com for details*

NOVEMBER 3

Last year, at the **Silver Hill Hospital Gala**, Joan Collins, Ann Curry and Tory Burch were among the prominent guests. This year, Emmy-nominated actress Carrie Fisher will be honored for her work on behalf of mental illness. You'd have to be crazy (literally!) not to go. *7 p.m., Cipriani 42nd Street, contact shh@hgnyc.com or 212-843-1741 for more details*

NOVEMBER 7

The New York Historical Society's 2011 History Makers Ball will honor president and founder of Kynikos Associates Jim Chanos and former National Security Advisor and Secretary of State Dr. Henry Kissinger. Past honorees include Vice Chairman of Blackstone Advisory Partners LP Byron Wien and Harvard University history professor Niall Ferguson. Even the most glamorous need to brush up on their history every now and then, so don't miss this one. *6 p.m., The Waldorf-Astoria, for information call 212-873-3400 or email benefitevents@nyhistory.org*

NOVEMBER 9

The Love Heals 20th Anniversary Gala will honor philanthropy legends Julianna Margulies, Cristina Greeven Cuomo



City Harvest's "Bid Against Hunger."

and Michael Lorber as well as raise funds to support the fight against HIV. Writer Hal Rubenstein will emcee the NYC Gala, but attendees and supporters of the 12th Annual Gala in the Hamptons included Mary Alice Stephenson, the New York Rangers Sean Avery and Brad Richards, mogul Russell Simmons, BRAVO'S Sonja Morgan, Cindy Barshop, and Josh Lagg as well as Chris and Cristina Cuomo. *6:30 p.m., The Four Seasons Restaurant, RSVP at 212-867-1117 or email jhouston@innovativephilanthropy.net*

NOVEMBER 10

The Guggenheim International Gala was trendy before they announced MGMT would be playing the after party. Now it's an event not even Gossip Girl would be cool enough for. But if the psychedelic rock band, isn't your thing, consider last year's guests: artists Jeff Koons and Rob Pruitt and former Dallas Cowboys cheerleader turned art collector Amy Phelan attended the 2010 Gala. *7:00 p.m., Solomon R. Guggenheim*

Museum, details at 212-360-4313

NOVEMBER 17

The New York Chapter Juvenile Diabetes Research Foundation International presents the 39th Annual Promise Ball to end childhood diabetes. Past attendees include Meryl Streep and Miramax co-founder Harvey Weinstein. This year, special guests include Mary Tyler Moore and The Midtown Men, four stars from the original cast of Jersey Boys. *6:30 p.m. Cipriani Wall Street, RSVP at www.jdrf.org/nycpromise, call 212-689-2860 or email newyorkchapter@jdrf.org*

The Canine Companions for Independence 10th Annual Hearts & Heroes Gala will honor retired Sergeant Sam Cila and support the non-profit that enhances disabled people's lives with high-trained and cute assistance dogs. A fantasy auction will accompany a dinner on Wall Street and promises some "surprise guests." Here's hoping they're service doggies! *6 p.m., New York Stock Exchange, for information email dmackenzie@cci.org or 631-561-0207*

Sing for Hope's 2011 Gala will raise awareness for the organization's programs that bring the arts to under-served schools, hospitals and communities. The event will also raise funds for the (hopefully) return of Sing For Hope's Pop-Up Pianos, which brings pianos and music to public spaces in the city. Cooking queen Martha Stewart, opera singer Placido Domingo and philanthropist Ann Ziff will co-chair the gala—which make some beginner socialites swallow hard. Honoring the late Joseph Flom. Past attendees include former NYC Schools Chancellor Joel Klein. *6:30 p.m., 583 Park Avenue, contact 212-966-5955 for more information*

