

TOP 50 '11

FRESH IDEAS FUELED BY TECHNOLOGY, EXPERIENCE

Whether restructuring or building from scratch, these executives are best in breed

BY PAUL CLOLERY

When the economy tanks it gives entrepreneurs a reason to try a new path. That's what nonprofit managers are doing, increasingly with technology as a centerpiece. Whether it's down the block or around the world, smart nonprofit managers are leading the sector to plow untilled soil.

Innovation is springing from that dirt. The economy has slowed while the pace of change is accelerating. Managers at nonprofits with resources and those just launching causes seem to be handling the recession better than most organizations.

Technology is allowing change to occur on so many levels of the sector that there is little doubt that how organizations operate now will not be recognizable in 10 years. The challenge is not allowing technology to get in the way of the human touch that no cloud computing can provide.

That's why leaders in technology and social entrepreneurs again heavily weigh the year's *NPT Power & Influence Top 50*. *The P&I Top 50* is the annual listing of the 50 most influential executives in the sector for the previous 12 months.

Selecting the honored for the *NPT Power & Influence Top 50* is not scientific, but way better than a dart board. It's based on nominations from editorial staff of *The NonProfit Times*,

its contributing editors, suggestions from former nominees and a few selected, inner circle people. It's also intended to ensure that most disciplines within the sector have a representative. For example, this year the selections were weighted toward technology, social entrepreneurs and public service.

There were more than 200 nominees this year, which is routinely the case. Washington, D.C. and the surrounding Virginia and Maryland suburbs dominate the list, as usual. This year Washington State and Chicago also have strong showings.

In this 14th annual *NPT Power & Influence Top 50*, we celebrate some of the sector's top executives and thinkers. These executives were selected for the impact they have now and for the innovative plans they are putting in place to evolve the charitable sector. We also offer a roll call of the executives who have shaped this listing and the sector in the Hall of Fame section.

The P&I honorees will be feted for their work at *The NPT Power & Influence Top 50 Gala* next month at the National Press Club in Washington, D.C. It will be a night of high-level exchange between executives who can and have moved a nation.

Here is *The NPT Power & Influence Top 50*, Class of 2011. *NPT*

The 14th annual celebration of some of the sector's top executives and strategists.

SPONSORED BY



Diana Aviv

President & CEO
 Independent Sector
 Washington, D.C.

Smart, engaging and generally the most politically savvy person in any room, Aviv has maneuvered Independent Sector into not just a political role, but also one as a convener of thought leadership. Lots of people try doing that, few are succeeding and none are as triumphant.



Cheryl Dorsey

President
 Echoing Green Foundation
 New York, N.Y.

A wall of her office carries a quote from Robert Schuller: "What would you attempt to do if you knew you could not fail?" From her kitchen table with a fellow physician she launched a medical van service in low-income neighborhoods. Now she helps finance other social entrepreneurs who think big.

Elizabeth Boris

Founding Director
 Center on Nonprofits and Philanthropy, Urban Institute
 Washington, D.C.

Through the CNP, Boris warned about problems with government contracts that would worsen the recession's impact on the charitable sector. She was right. It wasn't the first time she was the sector's coal mine canary. The sector operates on numbers and she runs a team that's the best in the business.



Vicki Escarra

President & CEO
 Feeding America
 Chicago, Ill.

Millions of people in the United States will not go hungry tonight because of the network evolution and rebranding Escarra leads at Feeding America. There are now 61,000 agencies across the nation somehow tied to the organization, and that kind of muscle moves the conversation regarding food insecurity and basic human need.

Michael Brown

CEO & Co-Founder
 City Year
 Boston, Mass.

A noted social entrepreneur, he believes that nonprofits hold the key to improved public education. A City Year member assigned to a school gets a list of absentees and gets those not sick back in the classroom, helping to deal with the issues that kept those kids out. He's proven that money is nice, but people make the real difference.



Brian Gallagher

President & CEO
 United Way Worldwide
 Alexandria, Va.

Growing up broke has never left the heart of Brian Gallagher. He sees more than most CEOs and comes up with plans to fix what he sees that is askew. His common sense and common man approach has focused United Way like a laser on core societal problems, and the needle is moving.

Dan Busby

President
 Evangelical Council for Financial Accountability
 Winchester, Va.

Busby continues to be the financial sheriff for the evangelical community. He formed the Commission on Accountability and Policy for Religious Organizations, spearheading an independent national effort to review and provide input on major accountability and policy issues affecting religious organizations.



Bill Gates

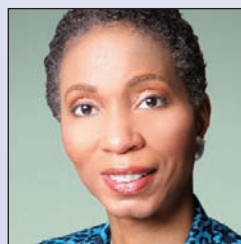
Co-Founder
 Bill & Melinda Gates Foundation
 Seattle, Wash.

The name should require no further explanation. But, it's more than large piles of money. He is willing to fund things that might not work, a very novel idea these days in the risk-averse foundation world. And, of course, there are the large piles of money.

Geoffrey Canada

Founder & CEO
 Harlem Children's Zone
 New York, N.Y.

The darling of funders seeking urban education models, Canada has been everywhere, talking education from the time a baby is delivered through graduation from college. It's a tough model to replicate without funding, but a lot of people are trying.



Helene D. Gayle

President & CEO
 CARE USA
 Atlanta, Ga.

This brilliant woman sits on the boards of more than a dozen organizations that cover everything from poverty eradication to health to education to world affairs. And, oh yeah, there was that thing in Haiti that's taken up some of her time. She's a leader in pushing nonprofits to act as social entrepreneurs to permanently change the world.

Emmett Carson

President & CEO
 Silicon Valley Community Foundation
 Mountain View, Calif.

Carson is starting to annoy a lot of people. Actually, he's been doing it for quite some time. He engineered a \$1.5 billion merger and in his spare time he has the temerity to question the basic tenets and philosophies of the sector. But he is so nice when doing it you hardly realize you've been smacked around by someone much smarter than you.



Peter Goldberg

President & CEO
 Alliance for Children and Families
 Milwaukee, Wisc.

The buzzword in the sector is "outcomes," unless you are Goldberg who favors "impact." He has written: "The focus on outcomes and accountability might also perversely lead us to be too cautious in our aspirations." He's moving that idea through the 360 community groups under multiple corporate entities that he leads.

Ray Chambers

Founder
 MCJ Amelior Foundation
 Morristown, N.J.

What do the Dalai Lama and Goldie Hawn have in common? Ray Chambers. He's spent a lifetime and has used his checkbook to put people together from disparate communities believing that good will emerge, from national service via the Points of Light Institute to peace at the Newark Peace Education Summit where the Dalai Lama and Hawn appeared.



John H. Graham IV

President & CEO
 ASAE/The Center for Association Leadership
 Washington, D.C.

While many organizations were retrenching during 2010, ASAE's annual conference had 700 more attendees and 100 more exhibitors than 2009. Advocacy and lobbying are essential elements of the American experience, and Graham is building the sector's capacity to make sure it stays that way.

John S. Griswold

Executive Director
 Commonfund Institute
 Wilton, Conn.

Griswold directs Commonfund's educational, market research and professional development activities, which includes the Commonfund Forum, the most important financial conference in the sector - if you can get in. Only 550 people get to go; it's invitation-only access to some of the world's great financial minds and powerbrokers.



Alberto Ibarguen

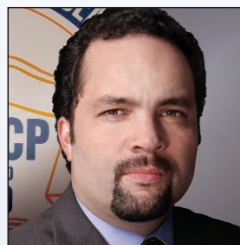
President & CEO
 John S. and James L. Knight Foundation
 Miami, Fla.

Ibarguen is leading journalism into the new media age and its impact on civic advancement is profound. He's funding dozens of local, digital news operations, fully expecting many of them to fail. The ones that make it will transform a community's information needs. Web, radio and open source projects are all being funded.

Wendy Harman

Director of Social Strategy
 American Red Cross
 Washington, D.C.

A group's social networking can't rely on one person downing Diet Cokes all day. It's organization-wide listening and coordinated response, if necessary. She convinced higher-ups that blocking staff access to social networks was pointless. She says social media must touch, shock, and/or inspire and that means opening up to constituents.



Benjamin Jealous

President & CEO
 NAACP
 Baltimore, Md.

Yes, there are the traditional advocacy issues at NAACP. But one of his focuses, government spending on education versus incarceration, might have a greater long-term impact than most of the rest of the agenda. He actually has some conservative groups on his side.

Scott Harrison

Founder & CEO
 charity: water
 New York, N.Y.

Harrison heads what just might be the structure of the international charity of the future. Virtually virtual. "Of the future" for some might conjure images of Gleason and Carney's "Chef of the Future" routine, but these kids probably have no idea who they were, just as they have no idea how charities were previously run. No walls. No silos. Just results.



Irv Katz

President
 National Human Services Assembly
 Washington, D.C.

Katz leads an 80-year-old alliance of more than 70 national nonprofit human services agencies whose members touch nearly every household in America. That's clout, and he has the skills to mobilize. He was a community impact guy long before it was cool.

Stephen B. Heintz

President
 Rockefeller Brothers Fund
 New York, N.Y.

He calls grant-making "acupuncture philanthropy," limited dollars applying pressure that triggers larger effects. Foundations should take more risks to unlock potential. He has written: "We simply won't meet the profound challenges of our turbulent times if we fail to maximize the use of all the resources at our disposal - intellectual and financial."



Sr. Georgette Lehmuth

President & CEO
 National Catholic Development Conference
 Hempstead, N.Y.

Don't let the wide smile and general good nature fool you. She can be as tough as nails when going up against regulators, especially the U.S. Postal Service, on behalf of her members. She is a leader on faith-based fundraising issues and the need for such charities to be aggressive and transparent.

Eileen R. Heisman

President & CEO
 National Philanthropic Trust
 Jenkintown, Pa.

As big gifts become more of a financial transaction than donation, Heisman is becoming the go-to person when print and electronic consumer media need planned giving and donor advised funds explained in English. She can do it because she's always been a fundraiser, understanding donors small and large.



Michael L. Lomax

President & CEO
 UNCF
 Fairfax, Va.

Lomax was touting cradle-through-college education long before others started turning it into a public crusade. He has inspired almost all of the programs that are now high-profile. With 400 programs supporting 10,000 students annually, his views on expanding educational opportunities on campus and online are legendary.

Melanie L. Herman

Executive Director
 Nonprofit Risk Management Center
 Leesburg, Va.

The sector's go-to person on risk and analysis, her expertise has also been called upon by the Financial Accounting Standards Board (FASB) to serve its Not-for-Profit Advisory Committee, which provides input on existing financial reporting guidance, current and proposed technical agenda projects, and longer-term or pervasive financial reporting.



Nancy Lublin

Chief Executive Officer
 Do Something
 New York, N.Y.

Enough of the stuff about nonprofits learning how to run things from for-profits. Nonprofits build brands without running Super Bowl ads, she has said, and can teach business about doing more with less. She's also vocal about nonprofits shutting down when mission is accomplished, rather than finding something else to do.

Aaron Hurst

President & Founder
 Taproot Foundation
 New York, N.Y.

He wasn't the first to come up with the idea of hooking up for-profits with nonprofit partners, but boy has he made it happen. Taproot has recruited more than 10,000 business professionals as pro bono consultants. And, they aren't just any consultants, unless you think Yahoo! is just another search portal. It's capacity building at its finest.



Kelly Lucas

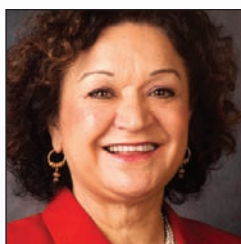
President & CEO
 Community Foundation of Greater South Wood County
 Wisconsin Rapids, Wisc.

No small community foundation leader in America has more influence and has set higher standards of excellence. She has provided leadership in community development philanthropy that increases access and opportunity. Rural philanthropy isn't handing out cash; it's changing a workforce and economy, and that's what she's doing.

Luz A. Vega-Marquis

President & CEO
 Marguerite Casey Foundation
 Seattle, Wash.

It's more than giving poor families a voice. It's about the tens of thousands of community leaders who have received training in community organizing around issues related to poverty. She has created a movement during the toughest economic times this nation has seen since the 1930s.



Lisa Paulsen

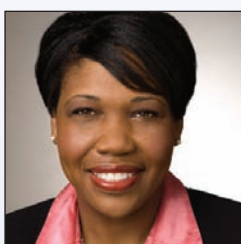
President & CEO
 Entertainment Industry Foundation
 Los Angeles, Calif.

Donors want to know how money is being spent. The war on cancer was declared by President Nixon in 1971. It took Paulsen, the EIF and Stand Up To Cancer to change the research funding models to push researchers toward breakthroughs like Herceptin®, and changing the way research and treatment get to the field faster.

Katrina McGhee

Executive Vice President
 Susan G. Komen for the Cure
 Dallas, Texas

She is bringing the concept of cause marketing around the globe, managing more than 200 corporate relationships and more than 140 races and bringing in more than \$350 million. The pink ribbon is everywhere – although some might say too many places – and SGK's symbol is burned into the consciousness of everyone.



A. Barry Rand

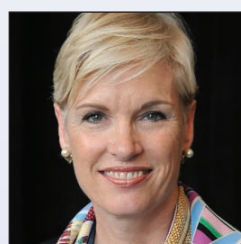
Chief Executive Officer
 AARP
 Washington, D.C.

The man is on a hot seat lately with marrying healthcare to financial security and then explaining that to folks on fixed incomes or those almost at that stage in life. AARP is starting to get some serious competition for the hearts and minds of the 50-plus crowd. His mission of inclusion is being put to the test.

William C. McGinly

President & CEO
 Association for Healthcare Philanthropy
 Falls Church, Va.

His thinking has always been counter-intuitive. While others were cutting back during the recession, he was advocating his members at least maintain, if not raise, levels of investment in the human and financial resources of fundraising programs. Guess what? Giving to hospitals improved last year.



Cecile Richards

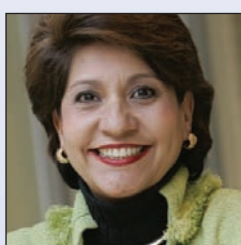
President & CEO
 Planned Parenthood of America
 New York, N.Y.

She was not born with a silver foot in her mouth, as her mom, former Texas governor Ann Richards, once said of President George H.W. Bush. She made herself the target when certain members of Congress attacked women's health. She faced down those who were trying to frame health as a matter of liberal versus conservative, right versus wrong.

Janet Murguia

President & CEO
 National Council of La Raza
 Washington, D.C.

Murguia has become a leading civil rights voice. Latinos, the fastest-growing population in the United States, add more than half of all new workers to the U.S. labor force each month and now comprise more than 20% of American school children. When it comes to immigration and national policy, the National Council of La Raza is heard loud and clear.



Holly Ross

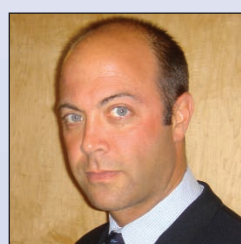
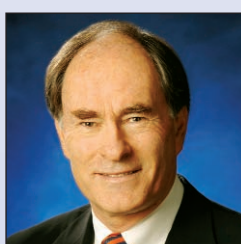
Executive Director
 NTEN
 Portland, Ore.

A geek isn't supposed to have both common and business sense. Ross does. Not only can she tweet without being a member of Congress, NTEN's influence in the broader tech community is stellar. The conference will be sold out again, with overflow going digital only. It's a nice marriage of face time and avatar.

Neil Nicoll

President & CEO
 YMCA of the USA
 Chicago, Ill.

According to glassdoor.com, roughly 77% of his employees think he's doing a good job. Here's why it works. He believes in not worrying about "fit" when hiring. He's written: "I cannot make senior people bright and talented, regardless of how much they love our cause ... I can help them fall in love with our cause." That's thought leadership.



David Saltzman

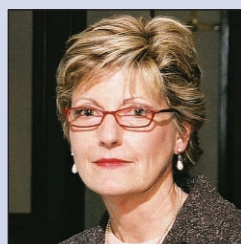
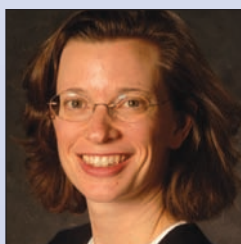
Executive Director
 Robin Hood Foundation
 New York, N.Y.

Bloomberg who? Saltzman is King of New York, raising millions from both the old guard and the new wave. He put Lady Gaga and Martha Stewart in the same room for crying out loud and nobody got hurt. The event raised \$47.4 million in one night to fund charities throughout the city. What's really unique, though, is the evaluation model for who gets the cash.

Michelle Nunn

Chief Executive Officer
 Points of Light Institute
 Atlanta, Ga.

The Pied Piper of national service, she has a unique ability to organize disparate people and organizations into a coalition that elected officials are compelled to embrace. National service money getting cut? Think again. Oh yeah, and they'll think it was their idea not to make the cuts. Hers is a different volunteer army.



Jill Schumann

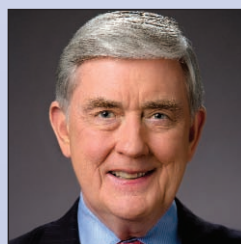
President & CEO
 Lutheran Services in America
 Baltimore, Md.

The 300 health and human service groups that are part of LSA allow for the flexing of muscle outside the network. But it's the power she wields within LSA for governance and transparency that has had a deep impact on how organizations go about their work.

Eboo Patel

Founder & President
 Interfaith Youth Core
 Chicago, Ill.

A member of President Barack Obama's inaugural Advisory Council on Faith-Based Neighborhood Partnerships, his Interfaith Youth Core has a presence at 140 universities. It trains students on college campuses to become empowered advocates for religious pluralism.



John R. Seffrin

CEO
 American Cancer Society
 Atlanta, Ga.

Cancer death rates continue to drop and ACS continues to be a fundraising powerhouse. Seffrin is on an international stage, showing others how message and money translate into delivery of mission. It's also about accumulating strong managers and letting them do their jobs.

Sonal Shah

Director

White House Office of Social Innovation and Civic Participation
 Washington, D.C.

A tech person trained as an economist who has also worked in finance, she's heading an interesting federal experiment on social investment. The question is whether a federal government can or should be trying to organize such activity. It seems counter-intuitive, but she has a lot of money to get it started.



Richard Stearns

CEO

World Vision U.S.
 Federal Way, Wash.

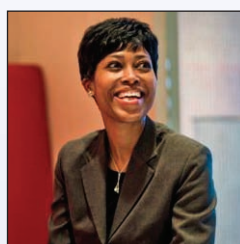
World Vision's donations have tripled from \$358 million in 1998 to more than \$1 billion while overhead was cut by almost one-third. This was, in part, because of Stearns' initiative to increase awareness and funding for AIDS programs, despite donors saying they had little interest in it. That's leadership.

Paul Shoemaker

Executive Connector

Social Venture Partners, Seattle
 Seattle, Wash.

The founding president of Social Venture Partners, International, he is an outspoken, unabashed trumpeter for the blending of philanthropy development and capacity building. SVP, Seattle is the incubator from which state-of-the-art technology met inspired philanthropists.



Laysha Ward

President

Community Relations & Target Foundation
 Minneapolis, Minn.

There is no bigger corporate supporter of national service than Ward. She insists that the millions per week paid out by Target are used effectively and result in positive outcomes. She is also a major funder of service infrastructure, getting training to the people responsible for delivering those outcomes.

Ralph Smith

Executive Vice President

Annie E. Casey Foundation
 Baltimore, Md.

Smith's ideas about children and families and those who serve them permeate throughout the field and through many institutions and structures. An engine of ideas, he has influence that is widespread in philanthropy and within the Obama Administration. When you ask for his help, he's never too busy.



William S. White

President

Charles Stewart Mott Foundation
 Flint, Mich.

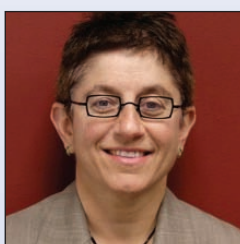
There isn't anyone who is better balancing the needs of philanthropy at home (Flint) and a commitment to growing civil society around the world. He co-chairs the Global Philanthropy Leadership Initiative that's investigating a more favorable environment for cross-border giving and identifying political moments to engage dialog.

Gigi Sohn

Co-founder & President

Public Knowledge
 Washington, D.C.

She's helping to lead the defense of the public's rights in the emerging digital culture. She's been a consummate leader both of Public Knowledge and in inspiring unlikely collaborators to work with one another in the emerging digital culture.



Bob Wise

President

Alliance for Excellent Education
 Washington, D.C.

Wise always seems to be ahead of the education policy discussion. An above average lobbyist, the former West Virginia governor has been talking about bonuses for good teachers and secondary school standards for decade. Now he's helping lead the charge on digital learning. You know any kid older than six months who doesn't have a PDA?

THE NPT POWER & INFLUENCE TOP 50 HALL OF FAME 1998-2011

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