



*presents*



# National Philanthropy Day

AFP Greater Cleveland

## Awards Luncheon

Friday, November 3, 2017



**CHANGE THE WORLD  
WITH A GIVING HEART**



## Agenda

- Registration..... 9:00 – 11:30 a.m.  
Morning Educational Panel..... 10:00 – 11:00 a.m.  
    “The Re-Emergence of Cleveland and Its Impact on Philanthropy”  
    Moderator: Margaret Bernstein, WKYC Channel 3  
    Panelists: Yvette Ittu, Cleveland Development Advisors  
                Ginger Mlakar, The Cleveland Foundation  
                Lorraine Vega, KeyBank Foundation  
Networking/Visit with Resource Partners..... 11:00 – 11:45 a.m.  
Welcome/Luncheon..... 11:45 – 12:30 p.m.  
Award Presentations..... 12:30 – 1:30 p.m.



### **\$50 Professional & Associate New Member Discount!**

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#### **AFP's Mission Statement:**

*The Association of Fundraising Professionals Greater Cleveland Chapter is dedicated to elevating the fundraising profession, providing valuable educational programming to our members, and serving the community by promoting ethical and professional practices in philanthropy.*

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**Melissa Woodard**, *The Rock & Roll Hall of Fame & Museum, Social Media Chair*

**Betsey Kamm**, *The Nord Center, AFPGC President, Past NPD Chair, Publicity Co-Chair*

**Pat Egan**, *Beyond Fundraising, LLC, Publicity Co-Chair*

**Jane Furth**, *Menorah Park Foundation, Sponsorships Chair*

**John Zajc**, *Hospice of the Western Reserve, Research Chair*

**Calvin S. Wood, Jr.**, *United Way of Greater Cleveland, Panel Discussion Chair*

**Lynn Robie**, *Cornerstone of Hope, Awards Curator*

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**Save the Date!**

**Annual Meeting**

**Friday, December 1st @ Cleveland Yacht Club**

**10:00 am to 1:00 pm**

**Partnering for Success – CEOs, CDOs,  
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Presented by:  
Kristin Warzocha, CEO  
Mary LaVigne-Butler, VP  
Cleveland Foodbank

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The AFP CFRE Refresher Course is a one-day, intensive program intended to provide an overview of the six knowledge domains of the CFRE exam. The course is not presented in a lecture format; rather, it is a combination of a high-level review, self-exploration of knowledge and peer exchange of best practices – all of which are facilitated by a knowledgeable fundraising practitioner using a caselet approach.

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**Baldwin Wallace University**

*honors Medical Mutual of Ohio*

**Beaumont School**

*honors Ray Smiley*

**Campbell & Company**

**Case Western Reserve University**

**Catholic Community Foundation**

*honors Mary Sue McGorry from St. Luke's for all her volunteer work*

**CCS**

*honors The Rock & Roll Hall of Fame for its commitment to engage, teach, and inspire through the power of rock and roll in Northeast Ohio and across the nation.*

**Cleveland Hearing & Speech Center**

*honors Stuart and Dee Otts*

**Cleveland Metroparks**

*honors Don and Susan Johnson*

**Cleveland Museum of Art**

**Cleveland Museum of Natural History**

*honors Lucy Ireland Weller and Judith K. McMillian*

**Cleveland State University  
Advancement Department**

**Eliza Jennings**

**Friends and Colleagues of Tony Poderis**

*honors Tony Poderis*

**Girl Scouts of North East Ohio**

*honors M. Elizabeth "Liz" Smith*

**Grants Plus**

*honors the nonprofit organizations and funders across Greater Cleveland that enrich our community*

**Hospice of the Western Reserve**

*with grateful appreciation for the generous donors to Hospice of the Western Reserve*

**John Carroll University**

*honors Ray '51 and Eleanor Smiley*

**Key Private Bank**

*honors all Nonprofit Organizations*

**LakeView Cemetery Foundation**

*honors Cathy Shambaugh*

**Lubrizonl**

**Magnificat High School**

*thanks and congratulates this year's honorees*

**Menorah Park**

*honors Dr. Howard Epstein and Gregg Levine*

**Notre Dame College**  
*honors Ray and Eleanor Smiley*

**OhioGuidestone**  
*honors Therese O'Donnell*

**Padua Franciscan High School**  
*honors Ray and Eleanor Smiley*

**Parma Hospital Health Care Foundation**  
*honors Timothy Boyko and Rachel Boyko*

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*honors Chris and Sarah Connor*

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**The City Mission**  
*honors Keith A. Vanderburg*

**The Cleveland Foundation**  
*honors all 2017 Award Recipients*

**The Lakeland Foundation**  
*honors Futures Rising campaign co-chairs, Dennis Eckart and Jason Wuliger, and committee*

**The Legal Aid Society of Cleveland**  
*honors both RPM International Inc. & Dick Pogue*

**The Metro Health Foundation**  
*honors Miguel and Denise Zubizarreta*

**United Way of Greater Cleveland**  
*honors Mrs. Allison Taller-Reich and Mr. William R. Donatone*

**University Hospitals Health System**  
*honors Ray & Eleanor Smiley and Richard Pogue*

**Youth Challenge**  
*honors Christopher J. Carney*



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# *The Re-Emergence of Cleveland and Its Impact on Philanthropy*

There has been a comprehensive approach to the revitalization undertaken by leadership in Greater Cleveland and Cuyahoga County. It demonstrates how public, private and non-profit collaboration can support a long-term economic strategy for growth and sustainability.

Philanthropic organizations play a role in building regional prosperity in Greater Cleveland. Their investment resources, power to convene local leadership and broad knowledge of the community places them in a unique position. Because of their assets they can partner in driving economic growth. They can fill gaps and influence increased economic development that for-profit organizations are not equipped to do. The re-emergence of Cleveland and the partnerships behind it, is increasingly cultivating an environment for philanthropy to thrive.

Our moderator and panel will delve into the meaning and strength of these partnerships, discuss the historical impact of revitalization projects and community development and how the longevity of non-profit organizations and visionaries has and continues to impact philanthropy. This panel will also address and discuss how the re-emergence of Cleveland has and will potentially inspire more philanthropy in the future.

## Moderator



**Margaret Bernstein**  
**WKYC Channel 3**

Margaret Bernstein is our panel moderator and WKYC Channel 3, Director of Advocacy and Community Initiatives. Margaret is an award-winning journalist and for over 20 years, Margaret wrote for Ohio's largest daily newspaper. As a Metro columnist she identified ways that readers could take action to improve Cleveland's quality of life. Margaret has been honored nationally. In 2008, she

received the National Association of Black Journalists' prestigious Community Service Award, and she was part of a team that was honored by Columbia University for its coverage of a targeted neighbor in Cleveland in a series titled "Can We Save Our Neighborhoods?"

# Morning Panel Discussion

## Panelists



**Yvette M. Ittu**  
**Cleveland Development Advisors**

Yvette Ittu, executive vice president of finance and operations of The Greater Cleveland Partnership. In addition, she is president of Cleveland Development Advisors (CDA), a private equity real estate investment firm. Yvette is also chairperson of the Cleveland International Fund, a private equity firm that operates as an EB-5 regional center authorized by U.S. Citizenship and Immigration Services. Each of these entities have a goal to be a driving force for economic development throughout Northeast Ohio. Since 1989 projects that CDA have been involved in have generated \$2.9 billion in total development.



**Ms. Ginger Mlakar**  
**The Cleveland Foundation**

Ginger Mlakar is Senior Counsel and Director, Donor Relations for The Cleveland Foundation. Ms. Mlakar oversees the donor stewardship program. In this role, she and her team connect donors to their charitable interests. Additionally, she serves as in house legal counsel on charitable gifting and estate administration issues, and facilitates the acceptance of complex charitable gifts. Ginger has been named among the Best Lawyers in America and the Top 50 Female Ohio Super Lawyers List by *Law and Politics* magazine. She was a member of the Leadership Cleveland Class of 2014.



**Lorraine Vega**  
**KeyBank Foundation**

Lorraine Vega is Senior Vice President and Senior Program Officer for KeyBank Foundation. Ms. Vega manages an active \$27 million grant portfolio, primarily focused on corporate grants related to education, civic and health and human services programs. Lorraine also oversees an additional \$4 million in grantmaking for KeyBank Foundation in Key's Pacific Northwest and Rocky Mountain regions.

## Master of Ceremonies - Dick Russ



Dick Russ has been serving the people of Northeast Ohio for more than 45 years, both as a professional journalist and as a leader in the community's civic life. He currently serves as a Founding Board Member of St. Peter the Rock Media, a not-for-profit company operating Cleveland's Catholic radio station, AM 1260 The Rock, and as Executive Producer of Living Right Media, a not-for-profit organization which produces programming for EWTN, the worldwide Catholic television network. Dick also serves as executive producer of Eastern Christian Media, another private not-for-profit multi-media company which he co-founded in Cleveland. He recently completed 5 years of service as Vice President of Resource Development at North Coast Community Homes, a non-profit

organization which develops and maintains housing for people who have disabilities.

Mr. Russ has held a variety of leadership positions in broadcast journalism production, performance, and management over nearly 5 decades, including 14 years as News Anchor and Managing Editor at Cleveland's NBC affiliate, WKYC-TV, Channel 3. Before coming to WKYC in 1999, Dick spent 20 years at WJW-TV in Cleveland, where he anchored and reported the news locally, nationally, and internationally for CBS and Fox. In the 1970's he served as a broadcast journalist at a number of TV and radio stations in Northeast Ohio, including WAKR Channel 23, an ABC affiliate.

Dick's efforts on behalf of the Northeast Ohio community have earned broad recognition, including the U.S. Attorney General's Service Award, the Arc of Greater Cleveland's Legacy Award, the Asian Pacific American Federation Leadership Award, and the Rotary Club's International Service Award.

His professional media honors include membership in the Ohio Broadcasters Hall of Fame, the Press Club Hall of Fame, and the prestigious Silver Circle Award from the National Academy of Television Arts and Sciences (NATAS), recognizing more than a quarter century of exemplary service to the television industry.

Dick is a ten time winner of the regional Emmy Award, and a two time honoree by the Ohio Society of Professional Journalists as the state's outstanding television documentarian. He has also been honored with the Gabriel Award, the highest national award for religious TV programming, and is a recipient of the Religious Communicators Council's national award, also for religious TV programming.



*Congratulations*  
**Eleanor & Ray Smiley**

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# Outstanding Philanthropist Leadership Award

Ray Smiley was born and raised in Maple Heights, Ohio. He received his high school education from Holy Name in Parma, where he graduated with honors. He then enlisted in the US Navy and served during WWII. After his tour of duty, he attended John Carroll University on the GI Bill and graduated magna cum laude in 1951 with a degree in accounting.

He started his illustrious career as a senior accountant at Price Waterhouse. He was then recruited to become the CFO for McDowell-Wellman Engineering Company. He went on to serve as a Senior Manager at Deloitte, LLP, became a CFO and VP at Gilford Instrument Laboratories, and finally served as the CFO of Bearings, now called Applied Industrial Technologies. He retired from this position in 1992.



As a volunteer, he served on the advisory committee for the Boler School of Business at his alma mater, John Carroll University, where he won the Alumni Medal in 1998. Ray was also recognized as one of JCU's "50 Finest" by the business school in 1995. Ray's volunteer efforts continue to this day by serving on numerous boards throughout the Greater Cleveland community including, Holy Name, John Carroll University and Hiram College among others.

Eleanor and Ray's many philanthropic endeavors include, the Academic Support Center at Notre Dame College, Hiram College's James Barrow Field Station, among other local Catholic institutions. They have also generously supported the Natural History Museum, the Cleveland Orchestra, the Alzheimer's Association, Leukemia Society, University of Akron, Western Reserve Land Conservancy and numerous others, too many to list. His family established the Chair for Ethics at the Boler School of Business at John Carroll University in 2009.

Ray and Eleanor have been married for 65 years and have eight children and 20 grandchildren. They believe in giving back to the community both with their time and resources. They believe strongly in hard work, commitment, and ethics which they have clearly demonstrated throughout their lives. Ray and Eleanor, we know you are truly "Best Bar None" in our book! Thank you for all you have done and continue to do for the Cleveland community. We are all eternally grateful.

## Ray & Eleanor Smiley



# CONGRATULATES

RAYMOND '51 AND ELEANOR SMILEY

on receiving the  
**Philanthropic Leadership Award**



## CONGRATULATIONS

to our seniors, *Grace Degidio,*  
*Mary Sessions and Mariam Tadross*  
and recent graduates *Maya Cundiff*  
and *Grace Kanary!*

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# Corporate Leadership Award



Edward W. Moore  
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RPM International Inc., founded in 1947, is a multinational company with subsidiaries that are world leaders in specialty coatings, sealants, building materials and related services. RPM employs more than 14,000 people worldwide and operates 139 manufacturing facilities in 27 countries. Its products are sold in approximately 170 countries and territories.

While RPM and its subsidiaries serve both industrial and consumer markets, this description tells only part of the story. Equally important to understanding RPM is a company-wide philosophy known simply as “The Value of 168.”

The favorite number of RPM founder Frank C. Sullivan was 168. It represents the total hours in a week. The Value of 168 is a centerpiece of the corporate culture of RPM. It’s a reminder to use the time we are given on this earth to do the best we can... with our families, with our business and with our communities.

RPM recognizes the need to make a positive impact on the local communities where it resides. Like most businesses, RPM provides cash contributions to a number of worthy non-profits in its community. It has donated or pledged nearly \$7 million to approximately 275 organizations over the past five years. In Greater Cleveland, more importantly, RPM often multiplies the value of its cash contributions with the human energy necessary to fulfill unmet needs, launch new ideas in community service and bring private sector expertise to bear in the non-profit sector. The company’s community involvement is not just signing checks; it’s partnering with select non-profits to deliver programs and services to constituents that go well beyond the impact of monetary donations.

All of RPM’s more than 60 operating companies have their own corporate contribution budgets that they employ to make a difference in their own communities. Here in Northeast Ohio, more than 1,000 RPM employees at Tremco Incorporated, Euclid Chemical Company and Day-Glo Color Corp. subsidiaries further the impact that RPM has on the Greater Cleveland community through their own involvement in a wide variety of civic endeavors, as well as separate corporate contributions.

**RPM International Inc.**



CCS Fundraising congratulates today's award recipients and all the organizations in Greater Cleveland working to create a strong and vibrant community.



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or strikes out against injustice, he sends forth a ripple of hope...

— Robert F. Kennedy



**Congratulations**

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*Corporate Leadership Award*

&

**Richard W. Pogue**

*Outstanding Fundraising Volunteer*

Thank you for being ripples of hope for Legal Aid's mission,  
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# Foundation Leadership Award

The Kent H. Smith Charitable Trust was established in November of 2005. It is the successor charitable foundation to The 1525 Foundation and Second Foundation. Kent Smith and his brothers founded the Lubrizol Corporation. They were strong believers in the importance of charitable giving. The primary purposes of The Kent H. Smith Charitable Trust are to provide grants to charitable organizations in Northeast Ohio to improve higher

education; to preserve the environment; to help people to help themselves; and to strengthen the economy through collaborative efforts such as the Fund for Our Economic Future. In the last several years the Trust has received the President's Visionary Award from Case Western Reserve University and awards from University Circle, Inc. and Downtown Cleveland Alliance.

Among the Trust's most recent significant grants are grants to Case Western Reserve University to help Case build the Tinkham Veale Student Center and think[box] and a grant to the American Red Cross for disaster relief. Other significant recent grants include a grant to University Hospitals to help it qualify for federal funding needed to build the UH Rainbow Center for Women and Children located on East 59th Street. Also of significance was a grant used to join with the Cleveland and Gund Foundations to help create and maintain the Downtown Cleveland Alliance and capital and endowment grants to University Circle to help strengthen the growing



Founders Kent and Thelma Smith



Trustees Phillip Ranney  
and Bill La Place

University Circle area. Providing scholarships and establishing an ethics chair at Case Western Reserve University are other major interests. Northeast Ohio is alive and The Kent H. Smith Charitable Trust is grateful to be a part of its forward momentum.

## The Kent H. Smith Charitable Trust

# To those who do so much for so many: congratulations and thank you.

## IN HONOR OF NATIONAL PHILANTHROPY DAY,

University Hospitals congratulates the 2017 Association of Fundraising Professionals Award recipients, including friends and benefactors nominated by University Hospitals this year:

**Richard W. Pogue** *Outstanding Fundraising Volunteer Award*

**The Kent H. Smith Charitable Trust** *Foundation Leadership Award*

Your dedication and leadership are instrumental in helping UH continue our commitment to provide the highest quality care for every patient, every time. We celebrate all of this year's National Philanthropy Day honorees for their generosity of time, talent and treasure.

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# Outstanding Fundraising Volunteer Award



Richard W. (“Dick”) Pogue is Senior Advisor (i.e., full-time independent consultant) at Jones Day in Cleveland, Ohio. A graduate of Cornell University (1950) and the University of Michigan Law School (1953), he served three years (1954-1957) in the Patents Division, Office of The Judge Advocate General, United States Army, in the Pentagon, and left with the rank of Captain. In 1972 he served for six weeks in the White House as a consultant on antitrust policy.

Mr. Pogue joined the law firm Jones, Day, Cockley & Reavis in Cleveland as an Associate in 1957, and became a Partner in 1961. Over the years his primary fields of practice were antitrust, corporate takeover work, and commercial arbitration/mediation. On

March 1, 1984, he became Managing Partner of the Firm, at the time known as Jones, Day, Reavis & Pogue. During his nine years (1984-1992) in that position, the firm grew from 335 to 1,225 lawyers and from five domestic to 20 worldwide offices, and became the second largest U.S. law firm. Today Jones Day has over 2,500 lawyers in 44 offices around the world and is No. 1 in terms of number of lawyers in the U.S.

On June 30, 1994, Mr. Pogue retired from Jones Day and became Senior Advisor to (and a Director and major shareholder of) Dix & Eaton, a Cleveland-based regional public relations firm. Then on January 1, 2004, he returned to Jones Day in his present capacity, where he assists primarily on civic engagement and special projects. Over the years, Mr. Pogue has served as a Director of various for-profit companies.

He has also chaired many major civic organizations (including The Cleveland Foundation and Kulas Foundation), and served for nine years as a Trustee of Philanthropy Ohio. He has chaired a number of successful capital campaigns in the non-profit arena in Northeast Ohio (recently Co-Chairing a \$30 million capital campaign for Gordon Square Arts District, and in 1989 chairing the \$51.9 million Cleveland United Way campaign).

He has been active in the field of Higher Education, recently serving as Chairman of the Board of the University of Akron. He has received three Honorary degrees - from the University of Akron, Cleveland Institute of Music, and Cleveland State University.

## Richard W. Pogue

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# LAUREN STEINER

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Cleveland Sight Center is proud to support  
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congratulates the 2017 Award Recipients.

## Youth Group in Philanthropy Award

For more than 40 years, Youth Challenge (YC) has provided adapted sports and recreational activities for young people with physical disabilities, ages 4-25, throughout the Greater Cleveland community. YC does so in a unique way, by pairing each child with a disability one-on-one with a trained peer volunteer, age 12-18. The partners work together to participate in after-school and summer activities like rock climbing, canoeing, camping, basketball, soccer, tennis, dance and much more. At the heart of each of these activities is the organization's belief that, despite one's limitations, everyone has the right to play, to laugh, to learn, to grow, to make friends, to have fun, and to simply enjoy life in a safe, welcoming environment.

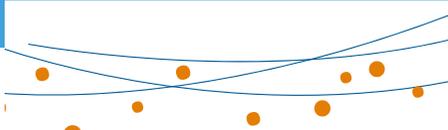


Youth Challenge provides opportunities for many to participate in sport and social activities that can be very difficult to find for those with physical disabilities. They must find activities that can accommodate walkers, wheelchairs, or other physical aids, and that are modified to meet their individual needs. Youth Challenge helps children with physical disabilities meet this need by holding programs at facilities designed to serve people with disabilities, by providing the equipment necessary to adapt each program for different abilities, and also by providing accessible transportation to and from these activities. Additionally, staff is trained to meet the personal and medical needs of participants, and all teen volunteers are specially trained to work with peers with disabilities.

Over the past year, Youth Challenge has served more than 200 children with physical disabilities by offering nearly 400 adapted activities. Over 475 teen volunteers gave 9,700 hours of service to help their volunteer partners engage in these opportunities held throughout Northeast Ohio.

In recent years, Youth Challenge has incorporated new types of activities. These include Paralympic Sports teams for those individuals interested in playing competitive sports, and leadership and life-skill building programming aimed at teens and young adult participants to help them make a successful transition to young adulthood. The Youth Challenge Teen Volunteer Committee also empowers teen volunteers to help plan and implement adapted programming for their peers.

## Youth Challenge Volunteer Committee



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### Career Center

**AFP Greater Cleveland** maintains a listing of available jobs. Job postings are accessible to members and non-members alike.

Job postings are placed on the **AFP Greater Cleveland Chapter** website for one month. The job will be posted within one business day of receipt of payment.

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# Outstanding Fundraising Professional Award



Lauren Steiner is Founder and President of Grants Plus, a Cleveland-based firm that helps make it easier for non-profits to raise the grant funding they need to fulfill their missions.

Before beginning her career in the nonprofit and philanthropy sector, Lauren worked as a corporate attorney. She then served as Development Director for West Side Catholic Center and Manager of Foundation and Donor Relations for Achievement Centers for Children. In 2007, she launched Grants Plus based on a belief that it was possible to do challenging and meaningful work while preserving a balanced and fulfilling life.

What started as a solo enterprise is now a thriving small business, located in the heart of Cleveland's Playhouse Square, that employs nearly 20 professional staff. While Grants Plus has worked with organizations located across the country, many of its clients serve the communities of Northeast Ohio. Current clients include Cleveland Metropolitan School District, Rock & Roll Hall of Fame and Museum, Cleveland Institute of Art, The Centers for Families and Children, Hunger Network of Greater Cleveland, Merrick House, and dozens of other nonprofit organizations.

Under Lauren's leadership, Grants Plus has received the Weatherhead 100 Upstart Award for five consecutive years, a 2016 Smart Women "Progressive Organization" Award from Smart Business, and an Inside Business Northeast Ohio Success Award in 2014. The firm was one of six workplaces to win a 2016 Psychologically Healthy Workplace Award from the American Psychological Association in recognition of a supportive workplace culture that prioritizes employee satisfaction and wellness. Grants Plus has been invited to be a member of the prestigious Giving Institute in 2018.

In 2017 Grants Plus has celebrated two significant milestones: reaching a decade of service to nonprofits and exceeding \$100 million in grant funding raised in partnership with its clients. Additionally, this year the team awarded its first-ever competitive grant from the Grants Plus philanthropic fund at The Cleveland Foundation, and aspires to grow this fund in order to continue giving back to the nonprofit community.

Lauren has been an active member of the Association of Fundraising Professionals (AFP) Greater Cleveland Chapter since 2002, including serving as a past board member and the Chair of the National Philanthropy Day® celebration in 2010. She is the Chair of the Ohio Association of Nonprofit Organizations (OANO) Council of Consultants and is a past president of the Grant Professionals Association Ohio-Northern Chapter. She also is a member of the Northern Ohio Italian American (NOIA) Foundation, a volunteer for Love-A-Stray dog shelter, and an alumna of Cleveland Bridge Builders. Lauren holds a BS in Telecommunications from Ohio University and a JD from Cleveland State University, Cleveland Marshall College of Law, where she remains active in the Alumni Association.

## Lauren Steiner

# AFPGC Lifetime Achievement Award



Tony was the founder of Raise-Funds.com. Even when no longer involved in the day-to-day activities and direction of Raise-Funds.com Tony continued to be an inspiration to all who believe in the great value of nonprofit organizations to their communities.

For 20 years Tony was the director of development for The Cleveland Orchestra and its summer home, Blossom Music Center. As such he was responsible for Cleveland's largest annual institutional fund-raising campaign. Since 1993, Tony was a fund-raising consultant serving the needs of all non-profit institutions to develop and maximize their potential to raise annual,

endowment, capital, sponsorship, and underwriting funds.

Tony's experiences won him a wide audience at hundreds of workshops in the United States, Canada, Puerto Rico and Mexico. He addressed every facet of raising contributed income for social service, medical, educational, religious, and cultural institutions. He was also a speaker/specialist consultant to the United States Information Agency and the Mexican Government.

He authored the widely used and praised book *It's a Great Day to Fund Raise*, a step-by-step guide to help volunteers and professionals be as successful as possible as they carry out their fund-raising responsibilities.

Tony passed away peacefully surrounded by his family on October 17, 2017. He spent his final days with the knowledge that he was being honored with this prestigious award and we fondly remember him for his accomplishments.

## Tony Poderis

# Thank you for joining us!

We hope to see you again next year on  
November 2, 2018  
at the Renaissance Cleveland



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