



# PROGRAM

SEE A PROGRAM AT-A-GLANCE ON PAGES 2-3

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## CONFERENCE AT-A-GLANCE

### WEDNESDAY, JULY 25, 2018

7:15 am–5:00 pm	<b>Voices for Civil Justice Third Annual National Communications and Media Training</b> <a href="https://voicesforciviljustice.org/voices-blog/2018/05/join-us-in-los-angeles-for-the-3rd-annual-voices-national-media-communications-training/">https://voicesforciviljustice.org/voices-blog/2018/05/join-us-in-los-angeles-for-the-3rd-annual-voices-national-media-communications-training/</a> <i>Bunker Hill</i>
6:00 pm	<b>Meet up at the hotel bar for drinks and to make dinner arrangements with colleagues</b>

### THURSDAY, JULY 26, 2018

7:15–8:30 am	<b>Registration, Continental Breakfast</b> <i>Bunker Hill</i>			
8:30–9:00 am	<b>Welcome to the MIE 2018 National Fundraising Conference</b> with Betty Balli Torres, Executive Director, Texas Access to Justice Foundation, and Member, MIE Board of Directors; and Meredith McBurney, Resource Development Consultant to MIE <i>Bunker Hill</i>			
9:00–10:30 am	<b>PLENARY: Own Your Expertise</b> Katie Orenstein, Founder and CEO, The Op-Ed Project <i>Bunker Hill</i>			
10:30–10:45 am	Break			
10:45–12:15 pm	<b>Leading for Fundraising Success: A Seminar for Executive Directors and Other Management Staff</b>  (Skills Development) <i>Museum B</i>	<b>Path to Federal, State and Local Funding through Community and Government Partnerships</b>  (For All) <i>Museum A</i>	<b>Structures for Engaging Volunteer Leaders in Fundraising – A Conversation with Legal Aid Leaders Who Have Implemented Options</b>  (More Advanced) <i>Bunker Hill</i>	<b>Messaging to the Middle... or Not</b>  (For All) <i>Watercourt A</i>
12:15–1:45 pm	Enjoy lunch on the town with a colleague			
1:45–3:15 pm	<b>Building Blocks for Successful Private Fundraising</b>  (Skills Development) <i>Museum B</i>	<b>Successful Strategies for Engaging Law Firms for Giving, Pro Bono and Other Support</b>  (For All)	<b>Friend and Fundraising Events that Engage</b>  (For All) <i>Bunker Hill</i>	<b>Make Every Day a Campaign Day: Top 10 Reasons Why Any Type of Campaign Will Boost Your Fundraising Program</b>  (More Advanced) <i>Watercourt A</i>
3:15–3:30 pm	Break			

3:30–5:00 pm	<b>You're Only as Good as Your Plan</b>  (For All) Watercourt A	<b>Foundation Leaders Offer Guidance</b>  (Skills Development) Museum A	<b>Engaging Non-Attorneys in Our Work</b>  (For All) Museum B	<b>Roundtable/Networking (choose 1):</b> ■ Collaborative campaigns Hershey ■ LSC Issues in Fundraising Crocker (For All)
6:00–7:30 pm	<b>Legal Aid Foundation of Los Angeles and Aly Sterling Philanthropy Present a Rooftop Celebration, 1550 W. 8th St., Los Angeles</b>			

## FRIDAY, JULY 27, 2018

7:30–9:00 am	<b>Continental Breakfast</b>			
8:00–9:00 am	<b>30 Minutes with a Mentor</b> (must be pre-registered) Bunker Hill Foyer			
9:15–10:30 am	<b>PLENARY: 2020 Giving Forecast</b> Aly Sterling, Founder & President, Aly Sterling Philanthropy Bunker Hill			
10:30–10:45 am	Break			
10:45–12:15 pm	<b>Stewardship: Don't Just Call Them Major Donors, Call Them Often</b>  (More Advanced) Museum B	<b>Roundtable/Networking (choose 1):</b> ■ Cy Pres Hershey ■ Small Development Departments Crocker (For All)	<b>Getting to a Board that Works for Fundraising</b>  (Skills Development) Museum A	<b>The New Tax Law and Its Impact on Fundraising</b>  (For All) Watercourt A
12:15–1:45 pm	Enjoy lunch on the town with a colleague			
1:45–3:15 pm	<b>MINI-PLENARY: Brush Up Your Asking Skills and Encourage Volunteers to Do the Same</b>  (For All) Bunker Hill		<b>Working Effectively with Individual Donors: Understanding Generational and Gender Differences</b>  (For All) Museum A	<b>Using Social Media to Move People to Action</b>  (For All) Watercourt A
3:15–4:00 pm	Wind-down in the hotel bar for those with time before their plane flights!			

### KEY TO SESSION LEVELS:

**FOR ALL** – EVERYONE WILL BENEFIT FROM THE TEACHINGS OF THIS SESSION

**SKILLS DEVELOPMENT** – THIS SESSION TEACHES A SPECIFIC VALUABLE SKILL

**MORE ADVANCED** – MOVE BEYOND THE BASICS IN THIS SESSION

**WEDNESDAY, JULY 25, 2018**

## **VOICES FOR CIVIL JUSTICE THIRD ANNUAL NATIONAL COMMUNICATIONS AND MEDIA TRAINING**

<https://voicesforciviljustice.org/voices-blog/2018/05/join-us-in-los-angeles-for-the-3rd-annual-voices-national-media-communications-training/>

7:15 am Registration, Continental Breakfast;  
8:30 am Training Starts

Bunker Hill

**THURSDAY, JULY 26, 2018**

## **PLENARY – WELCOME TO THE MIE 2018 NATIONAL FUNDRAISING CONFERENCE**

8:30–9:00 am, Bunker Hill

With Betty Balli Torres, Executive Director, Texas Equal Access to Justice Foundation, and MIE Board of Directors; and Meredith McBurney, Resource Development Consultant to MIE

## **PLENARY: OWN YOUR EXPERTISE**

9:00–10:30 am, Bunker Hill



In this highly-interactive workshop, we will engage in a large group experiment to explore how credibility works — and works unfairly — in the world. We'll surface hidden beliefs about expertise and power, and explore ways to walk through difficult

terrain with integrity. Participants will walk away with bold ideas, a deeper sense of what they know and stand for, and actionable steps.

**PRESENTER:** Katie Orenstein, Founder and CEO, The Op-Ed Project

## **LEADING FOR FUNDRAISING SUCCESS: A SEMINAR FOR EXECUTIVE DIRECTORS AND OTHER MANAGEMENT STAFF**

10:45–12:15 pm, Museum B

Are you overly dependent on one or two sources of fund-

ing? Do you need more unrestricted revenue? Are you ready to invest more in fundraising but don't know how to get started effectively? This session will help you understand the steps to achieving greater fundraising success: (1) your board and staff share a commitment to invest to raise money; (2) you have strong and sufficient staff to run a fundraising effort; (3) you have dedicated volunteer leadership; (4) you have a well-designed strategic resource development plan and (5) your organization is known and respected in the community. Aimed at executive directors, but we recommend you attend with your development director!

**PRESENTERS:** Silvia Argueta, Executive Director, Legal Aid Foundation of Los Angeles; Bob Gillett, Co-Executive Director, Michigan Advocacy Program; Alyson Robbins, Manager, Outreach and Development, Michigan Advocacy Program

## **PATH TO FEDERAL, STATE AND LOCAL FUNDING THROUGH COMMUNITY AND GOVERNMENT PARTNERSHIPS**

10:45–12:15 pm, Museum A

This session will provide attendees with innovative approaches to educate diverse partners on the value of collaborating with legal aid. Participants will learn how to develop communication strategies needed to create and market a legal aid consortium, and how to build partnerships with social services providers or government to offer comprehensive services to underserved populations to maximize federal, state and local funding opportunities in rural and urban communities.

**PRESENTERS:** Stephanie W. Harris, Director of Development, Ohio State Legal Services Association; Yvonne Maria Jimenez, Deputy Director, Neighborhood Legal Services of Los Angeles County

## **STRUCTURES FOR ENGAGING VOLUNTEER LEADERS IN FUNDRAISING – A CONVERSATION WITH LEGAL AID LEADERS WHO HAVE IMPLEMENTED OPTIONS**

10:45–12:15 pm, Bunker Hill

The goal of the session is to spark new thinking and explore opportunities for enlisting volunteer fundraising assistance from your Board of Directors or by creating new entities to supplement (or substitute for) your Board's fundraising activities. The panelists will describe what their programs have done, what has worked well, and the extra investment

of time and effort it takes to maintain separate “councils or partnerships” to help fundraise. Examples from non-legal aid programs will be presented also. Attendees will be asked to share their own experiences, successes and failures, with the hope that each of us will return home with new and important ways to expand our program’s fundraising reach.

**PRESENTERS:** John Bouman, President, Sargent Shriver National Center on Poverty Law; Esther Franco-Payne, Executive Director, Cabrini Green Legal Aid; Willard Ogburn, Senior Fellow, National Consumer Law Center

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## **MESSAGING TO THE MIDDLE... OR NOT**

10:45–12:15 pm, Watercourt A

In an increasingly polarized climate, how do we tell our stories so they resonate with audiences across the ideological spectrum? Should we tailor our message? Your funders, donors, and other stakeholders likely have diverse values and priorities, so it helps to create messages that appeal to and motivate them without alienating other segments of your audience. Panelists will discuss how to better know your audience and use research-tested and road-tested messaging strategies. We’ll look at what the latest public opinion research tells us about public perceptions of the civil justice system and how we apply those principles in our own communications work. We’ll also share specific examples of how development and communications professionals are messaging to the middle of their audiences while staying true to their organization’s missions.

**PRESENTER:** Ana Cruz, Director of Development, Greater Boston Legal Services; Jennifer K. Pelton, CFRE, Director of Development, Public Justice Center; Camille Ward, Network Engagement Manager, Voices for Civil Justice

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## **BUILDING BLOCKS FOR SUCCESSFUL PRIVATE FUNDRAISING**

1:45–3:15 pm, Museum B

What do we need to know and do to build a successful private fundraising campaign? What are the steps we need to follow to identify prospects, engage potential donors, and generate significant gifts over time? What staff and volunteer resources do we need and how do we get them? We will answer these and other questions about private fundraising to help you get started or reenergize a campaign that has plateaued. (This session will focus on raising funds from individuals, but we will touch on other aspects of private funding.)

**PRESENTER:** Meredith McBurney, Resource Development Consultant, Management Information Exchange

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## **SUCCESSFUL STRATEGIES FOR ENGAGING LAW FIRMS FOR GIVING, PRO BONO AND OTHER SUPPORT**

1:45–3:15 pm, Museum A

What does it take for legal aid organizations to be really successful in generating consistent and substantial support from law firms? This panel, which includes a partner from a supportive law firm and a legal aid leader who has been successful in engaging the private bar, share insights into what works, what doesn’t, and what you can do to most effectively increase funding and pro bono assistance from the legal community.

**PRESENTERS:** Bob Glaves, Executive Director, Chicago Bar Foundation; Tracy Rice, Vice President, Development, Public Counsel; Maureen Alger, Partner, Cooley LLC

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## **FRIEND AND FUNDRAISING EVENTS THAT ENGAGE**

1:45–3:15 pm, Bunker Hill

Big or small, formal or laid-back, for friendraising and/or fundraising, our events should be a road to broadening our support, engaging current and potential donors, and educating attendees about our mission. Our panelists are from programs that do a variety of events, from traditional galas to intimate dinners, webinars, and walking tours. They will discuss the goals and the benefits and challenges of each and provide you with ideas for your own events “menu.”

**PRESENTERS:** Harry Batt, Director of Development, Inner City Law Center; John Bouman, President, The Sargent Shriver National Center on Poverty Law; Esther Franco-Payne, Executive Director, Cabrini Green Legal Aid

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## **MAKE EVERY DAY A CAMPAIGN DAY: TOP 10 REASONS WHY ANY TYPE OF CAMPAIGN WILL BOOST YOUR FUNDRAISING PROGRAM**

1:45–3:15 pm, Watercourt A

Any legal aid organization who has undertaken any type of campaign — annual, law firm, event, capital, endowment — knows that there is a palpable energy, attitude and decisive



focus that is exciting and rewarding. But then we finish our campaigns and somehow those winning attributes seem to fade away right along with it. What can we do to instill a “campaign culture” within our overall organization and board so that we are constantly tuned-in to the power of heightened communication, focused goals, donor cultivation, a sense of urgency, a powerful case and stories, board engagement, and all the other lasting benefits of embarking on any type of legal aid campaign — big or small.

**PRESENTERS:** Barbara Buckley, Executive Director, Legal Aid Center of Southern Nevada; Lynn Etkins, Chief Development and Marketing Director, Legal Aid Foundation of Los Angeles; Aly Sterling, Founder & President, Aly Sterling Philanthropy

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## YOU'RE ONLY AS GOOD AS YOUR PLAN

3:30–5:00 pm, Watercourt A

Stop chasing support and start attracting it! Fundraising is art and science, not magic. And things go better when there's a road map. The facilitator co-created this fresh approach built on a series of open-ended questions and designed to guide groups to create a dynamic development plan. The process can be applied by experienced and novice practitioners alike, at both big and small organizations. The process has been taught to hundreds of practitioners across the country and continues to be field tested in development shops large and small.

**PRESENTER:** Jennifer K. Pelton, CRFE, Director of Development, Public Justice Center

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## FOUNDATION LEADERS OFFER GUIDANCE

3:30–5:00 pm, Museum A

Foundations throughout the country have been investing in the work of legal services programs. This panel of foundation representatives will discuss why they choose to invest in particular programs and how those investments meet their priorities. You will have an opportunity to learn from these foundation leaders and to ask questions that will help guide you as you seek foundation funding.

**PRESENTERS:** Rosie Arroyo, Senior Program Officer, California Community Foundation; Betty Balli Torres, Executive Director, Texas Access to Justice Foundation; Dorothy Fleisher, Program Director, Southern California Program of W.M. Keck Foundation; Joanna Jackson, Vice President, Grant Operations, Weingart Foundation

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## ENGAGING NON-ATTORNEYS IN OUR WORK

3:30–5:00 pm, Museum B

For decades, legal aid programs have struggled with how to engage potential non-attorney donors. What we have learned is that it can be done, but it is not easy; it requires major changes in how we present our issues and it is a marathon, not a sprint. Our panelists are from programs that have started that marathon. They each will present a case study about the different approaches they are using to engage non-attorneys in the work of their organizations. You will have time to think through how you might do this in your program and get some feedback from other participants and panelists.

**PRESENTERS:** David Bubis, Director of Philanthropy, Public Counsel; Allison Lee, Vice President, External Affairs, Bet Tzedek; Alyson Robbins, Manager, Outreach and Development, Michigan Advocacy Program

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## ROUNDTABLES/NETWORKING (CHOOSE ONE)

3:30–5:00 pm

These roundtables will provide the opportunity to share information, successes, and challenges in a setting that may lead to developing relationships that will continue post-conference. Each of these roundtables will be facilitated by a colleague who has experience with the topic and understands the topic/issue.

**Collaborative Campaigns:** In some states/regions/metro areas, legal aid programs have come together to raise private funds, usually from lawyers and law firms. Many of these are among our most successful legal community campaigns, with great opportunities for deep engagement of donors, but they also have unique problems. If you are running such a campaign or thinking about moving to one, this affinity group is for you. Jennifer Bentley, who is in the process of revamping a collaborative campaign as Executive Director of the Michigan Bar Foundation, will facilitate this discussion.

Hershey

**LSC Issues in Fundraising:** In recent weeks numerous exchanges on the MIE fundraising listserv have raised considerations on fundraising with LSC funds. This roundtable offers an opportunity to clarify facts and rules regarding the use of LSC funds to fundraise, and also to discuss the internal reasons of some legal aid organizations for deciding how to charge staff time and making other allocations decisions. Bob Gillett, Co-executive Director, Michigan Advocacy Program, will facilitate this roundtable.

Crocker

**FRIDAY, JULY 27, 2018**

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### **30 MINUTES WITH A MENTOR**

**8:00–9:00 am, Bunker Hill Foyer**

We have set aside this one-hour block as one potential time to meet with your mentor/mentee. However, do NOT just show up! You must contact your colleague ahead of time and confirm that this is when you both want to meet. We encourage you to choose another option if it is better for both of you — get together for lunch, over drinks, after dinner, etc.

*Note: To participate in this program, you must have registered for the conference by July 2 and requested a mentor by July 16. By the time you are reading this, you will have already received the name and contact information for your mentor/mentee.*

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### **PLENARY: 2020 GIVING FORECAST: A LOOK AT SIGNIFICANT SHIFTS IN GIVING AND FUTURE PHILANTHROPIC AND SOCIETAL TRENDS THAT ARE SHAPING HOW WE GIVE AND HOW OUR NONPROFITS MUST ADJUST**

**9:15–10:30 am, Bunker Hill**



If you've been wondering what cultural, economic and political changes will impact your organization's fundraising growth over the next 18 months, you'll want to join Aly for her 2020 Giving Forecast. Become part of the conversation with Aly as she explores

significant shifts that are shaping how we give and how our nonprofits need to adjust to stand out within a more competitive and sophisticated marketplace. In addition to sharing results from this year's Giving USA research, Aly will discuss topics including de-mystifying donor-advised funds, the power and permanence of cause marketing, creating a new language for asking, and how to respond to protest giving.

**PRESENTER: Aly Sterling, Founder & President, Aly Sterling Philanthropy**

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### **STEWARDSHIP: DON'T JUST CALL THEM MAJOR DONORS, CALL THEM OFTEN**

**10:45–12:15 pm, Museum B**

We've all been to fundraising training, and we've learned that the tried and true way to maintain and increase giving from individuals is to steward them. We've learned the rules of stewarding donors—get to know them, learn what matters to them, invite them to events, send them personal notes, e-mail them news articles, etc. But, overall, legal aid programs have relatively few significant individual donors. What can we do about this? Leaders from three legal aid programs that have invested in donor stewardship will share how they got started down the stewardship path and how they came to realize its possibilities. They will discuss what they are doing, how it is working, what is realistic to expect for how much time and money, and what it will take to make this a significant funding source for legal aid. Join us for this discussion, and come prepared to share your own experiences.

**PRESENTERS: John Bouman, President, Sargent Shriver National Center on Poverty Law; Willard Ogburn, Senior Fellow, National Consumer Law Center; Audrey Pransky, Major Gifts Officer, Greater Boston Legal Services; Ana Cruz, Director of Development, Greater Boston Legal Services, Moderator**

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### **ROUNDTABLES/NETWORKING (CHOOSE ONE)**

**10:45–12:15 pm**

These roundtables will provide the opportunity to share information, successes, and challenges in a setting that may lead to developing relationships that will continue post-conference. Each of these roundtables will be facilitated by a colleague who has experience with the topic and understands the topic/issue.

**Cy Pres:** What are the opportunities and challenges for obtaining funding from class action residuals now? How are we doing as we obtain state-level rules/statutes? What about the case that will be heard soon before the U.S. Supreme Court? How are individual programs in states with and without rules/statutes using the doctrine of cy pres to raise funds today? Salena Copeland, Executive Director, Legal Aid Association of California, will facilitate this roundtable.

**Hershey**

**Small Development Departments:** This roundtable is for those of you who are tasked with doing it all, or doing almost all. When you have a department meeting, it is you and a part-time assistant. You may be alone in your office, but you are not alone in the legal aid world - most legal aid programs are still trying to make do with one development staff person. Come share your frustrations and solutions and maybe find someone from across the country with whom

you can commiserate from time to time! Jenny Farrell, Director of External Relations for the Los Angeles Center for Law and Justice, will facilitate.

Crocker

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## GETTING TO A BOARD THAT WORKS FOR FUNDRAISING

10:45–12:15 pm, Museum A

Do your board members say they dislike fundraising? Do they have ideas about fundraising that do not align with best practices? How do we change the culture of existing boards, broaden/change board composition to include members who are interested in fundraising, and/or otherwise devise a structure that will enable us to recruit and retain volunteer leaders who will be our strongest donors and ambassadors? Our panelists are veterans at identifying, recruiting and stewarding board members and other volunteers to be strong and effective fundraisers for their programs.

**PRESENTERS:** Jennifer Bentley, Executive Director, Michigan State Bar Foundation; Jessie Kornberg, President & CEO, Bet Tzedek

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## THE NEW TAX LAW AND ITS IMPACT ON FUNDRAISING

10:45–12:15 pm, Watercourt A

The 2017 tax law has major implications for donors and nonprofits. What are nonprofits and fundraisers worrying about, what changes are they contemplating in their fundraising plans, and what public policy approaches are on the horizon? Come to this session to discuss how to talk with your donors about these changes; what the impact on donor advised funds may be; what state level policy opportunities exist to support charitable giving; and what additional tax changes your nonprofit needs to be aware of, such as new rules on unrelated business income.

**PRESENTERS:** Nanaz Benyamini, Partner, SingerLewak Nonprofit Tax Alliance; Nancy Berlin, Policy Director, California Association of Nonprofits; Carol Bradford, Senior Counsel and Charitable Advisor, California Community Foundation

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## MINI-PLENARY: BRUSH UP YOUR ASKING SKILLS AND ENCOURAGE VOLUNTEERS TO DO THE SAME

1:45–3:15 pm, Bunker Hill

We're at a fundraising conference, so let's practice some fundraising skills! Back by popular demand, this fun, fast-paced participatory workshop reminds us that we have what it takes to articulate our mission and to ask for money. Hone your own skills while learning how to train your board (and others) to attract support. Activities and exercises are drawn from the facilitator's field experience and inspired by other expert fundraising trainers.

**PRESENTER:** Jennifer K. Pelton, CFRE, Director of Development, Public Justice Center

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## WORKING EFFECTIVELY WITH INDIVIDUAL DONORS: UNDERSTANDING GENERATIONAL AND GENDER DIFFERENCES

1:45–3:15 pm, Museum A

Effectively engaging and cultivating individual donors requires knowing and respecting their preferences and interests. We can begin to do this by understanding generational and gender differences. Stephanie Buckley and Nichole Baker will share what has been learned about these differences, and then, using case studies and role plays, will help us understand how this information can be used to start the philanthropic conversation and engage and cultivate each individual donor.

**PRESENTERS:** Nicole D. Baker, Philanthropic Specialist, Wells Fargo Philanthropic Services; Stephanie Buckley, Senior Vice President and Fiduciary Manager, Wells Fargo Philanthropic Services

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## USING SOCIAL MEDIA TO MOVE PEOPLE TO ACTION

1:45–3:15 pm, Watercourt A



It's time to work smarter, not harder on social media. Online communities are constantly evolving and MIE partners have expressed an interest in moving beyond basic "how to" and into strategies that drive action. Award-winning digital expert and social media coach Jessica Payne will teach participants how to inspire action on social networks using her five-step formula, create compelling content designed for engagement and ultimately put purpose behind every second they spend on social media.

**PRESENTER:** Jessica Payne, Brand Organics



## PRESENTERS' BRIEF BIOGRAPHIES

**MAUREEN ALGER** — Maureen is a partner with Cooley LLC, responsible for the development and administration of the firm's pro bono matters. Prior to her focus on the pro bono practice, her practice focused on complex commercial litigation matters and appellate and writ proceedings. Maureen has represented clients in appeals and writ proceedings in the US Supreme Court; the US Courts of Appeals for the Fourth, Ninth and Federal circuits; and the California appellate courts. Maureen is also a leader in the promotion and coordination of pro bono work regionally and nationally. She is a founder of the Bay Area Pro Bono Roundtable, the Bar Association of San Francisco's Pro Bono Committee, and the National Association of Pro Bono Counsel. Before joining Cooley, she served as a law clerk to the Honorable Martha Craig Daughtrey of the US Court of Appeals for the Sixth Circuit. While at Columbia University School of Law, Maureen served as editor for the Columbia Law Review. Maureen may be reached at malger@cooley.com.

**SILVIA ARGUETA** — Silvia is the Executive Director of Legal Aid Foundation of Los Angeles. Prior to her appointment, Silvia was a senior attorney with LAFLA's Government Benefits Unit, where she handled legal issues involving access to health care, Medi-Cal, Medicare, Social Security Retirement, Supplemental Security Income (SSI) and California Work Opportunities and Responsibility to Kids (CalWORKs). Prior to joining LAFLA in 1999, she was a staff attorney at the Mexican American Legal Defense and Education Fund (MALDEF). Before joining MALDEF, she was employed at the American Civil Liberties Union Foundation of Southern California and was involved in civil rights litigation and policy matters. Silvia received her undergraduate degree from UCLA and her JD from UC Hastings College of the Law. She is a member of the Los Angeles County Bar, National Hispanic Bar Association, an Advisory Board member with The Impact Fund, and a Board member of the ACLU of Southern California. Silvia may be reached at sargueta@lafla.org.

**ROSIE ARROYO** — Rosie is Senior Program Officer for the California Community Foundation. For over fifteen years, she has dedicated her career to the educational empowerment of underserved communities. Currently, she manages close to \$10 million in special programs and initiatives for the California Community Foundation focused on immigration and early education. Her work in immigration seeks to empower immigrants to thrive civically, economically and socially by promoting just and inclusive policies impacting immigrant communities in Los Angeles County. In her role, she manages the Los Angeles Justice Fund (LAJF), a public-private partnership between the City of Los Angeles, the

County of Los Angeles, the Weingart Foundation and California Community Foundation to expand legal representation for individuals in removal proceedings. Rosie joined the California Community Foundation in October 2007. She serves on the board of directors for Hispanas Organized for Political Equality (HOPE), is a member of the American Bar Foundation's Network for Justice Advisory Committee and is currently a fellow of the 2018 Latina Global Executive Leadership Program. She earned a Bachelor's in Mexican-American Studies from California State University, Los Angeles and completed an MPA program with California State University, Northridge. Rosie may be reached at rarroyo@calfund.org.

**NICOLE D. BAKER** — Nichole serves as a Philanthropic Specialist for Wells Fargo Philanthropic Services, providing guidance and consultation to individuals and families to define and achieve their charitable objectives, including gift and tax planning, multi-generational involvement, estate planning, and the creation and management of donor advised funds, private foundations, charitable trusts, and other charitable planning strategies. She also works with nonprofit organizations, where she advises in the areas of gift planning, endowment management, board governance, and other management issues. Prior to joining Wells Fargo, Nichole served in several senior philanthropic roles advising families regarding their charitable pursuits, including as the Vice President of Development and Donor Relations at the California Community Foundation, as the Senior Director of Philanthropic Services at the California Institute of Technology, and most recently as a consultant with Global Village Consulting. Nichole earned her Bachelor of Arts from University of Southern California and her Executive Masters of Business Administration from the Drucker & Ito School of Management at Claremont Graduate University. Nichole also holds her Certified Financial Planner (CFP®) designation. Professionally, Nichole is an active member of Southern California Grantmakers, WINGS (Worldwide Initiatives for Grantmaker Support), The Los Angeles Rotary Club (LA5), and several other organizations. Philanthropically, Nichole serves on the Biosphere Foundation board and is involved with many global and community based charitable issues, including gender equality, economic development and environmental conservation. Nichole may be reached at nichole.baker@wellsfargo.com.

**HARRY BATT** — Harry joined the Inner City Law Center (ICLC) as Director of Development in February 2010. Prior to joining ICLC, Harry worked for ten years at Public Counsel, the largest pro bono law office in the nation. Harry

trained at the Midwest Academy, where he received a degree in community organizing. Harry previously owned, operated, managed and consulted for restaurants throughout the world and has contributed to the success of a diverse portfolio of brands, as well as national theme restaurants. He studied politics at Hebrew University and Brandeis University, and holds a B.S. in Information Systems from the University of Phoenix. Harry may be reached at [hbatt@innercitylaw.org](mailto:hbatt@innercitylaw.org).

**JENNIFER BENTLEY** — Jennifer has served as the Executive Director of the Michigan State Bar Foundation since January 2017. The Foundation provides leadership and funding to advance access to justice for the poor and improve the administration of justice. Upon graduating from law school in 1997, Jennifer started her career as a staff attorney at Legal Aid of Western Michigan and then became a managing attorney at the Michigan Advocacy Program. In 2007, Jennifer became the Chief Development Officer at the Michigan Advocacy Program where she was responsible for fund development for a regional legal aid office and several statewide programs. Jennifer obtained her Certificate in Fundraising Management from the Center on Philanthropy at Indiana University. She serves on the Board of Directors of Management Information Exchange and has participated on several panels regarding fundraising and engaging foundations in the work of civil legal aid. Jennifer is a member of the Management Information Exchange board of directors. She may be reached at [jennifer@msbf.org](mailto:jennifer@msbf.org).

**NANAZ BENYAMINI** — Nanaz is a Partner in SingerLewak's Nonprofit Tax practice. She has over twenty-one years of tax and accounting experience, including over sixteen years as a tax exempt specialist in providing compliance and consulting services to nonprofit organizations. She began her career with Deloitte & Touche in 1996, where she continued her career through the position of Tax Senior Manager in Deloitte's Los Angeles Tax Exempt Practice. Nanaz has extensive experience in advising her clients on the unique tax topics facing nonprofit organizations, including the tax and operational requirements of nonprofit organizations, unrelated business income tax and intermediate sanction rules. She also has significant experience representing nonprofit clients in IRS examinations. Nanaz has authored several articles regarding nonprofit and other tax-related matters, which have been included in SingerLewak's electronic newsletters as well as the Tax Adviser, a nationally recognized magazine for tax professionals. Nanaz also served as a panelist in 2010, 2011 and 2012 for the "Summer & First Year Associate Pro Bono Training Program", co-sponsored by Public Counsel Law Center, Los Angeles County Bar Association, Deloitte Tax, LLP and Skadden, Arps, Slate, Meagher & Flom, LLP. She also spoke on unrelated business income tax issues at the 2018 CalCPA Not-For-Profit Organizations Conference. Nanaz may be reached at [nbenyamini@singerlewak.com](mailto:nbenyamini@singerlewak.com).

**NANCY BERLIN** — Nancy is Policy Director for California Association of Nonprofits (CalNonprofits). She directs and oversees policy initiatives that protect and promote California's nonprofits, including state and federal legislative and administrative issues, and develops and implements campaigns to encourage advocacy and civic engagement among its more than 10,000 organizational members. Nancy has worked in nonprofits for over 40 years, including 15 years at various nonprofits addressing homelessness in the Los Angeles area. She is well known to the California nonprofit and advocacy community through her leadership in advocacy in Sacramento and throughout California. Recognitions include Outstanding Public Citizen of the Year Award from the California Chapter of the National Association of Social Workers and the Community Building and Justice Award from Alexandria House. Nancy may be reached at [nancyb@calnonprofits.org](mailto:nancyb@calnonprofits.org).

**JOHN BOUMAN** — John has been president of the Sargent Shriver National Center on Poverty Law since 2007, having been the leader of its advocacy program since 1996. He was a leader in the design and implementation of positive aspects of Illinois' new welfare law in 1997, and he spearheaded the statewide efforts in Illinois to create both the FamilyCare program, which provides health care insurance for up to 400,000 working poor parents of minor children, and All Kids, the first state plan to extend health coverage to every child. He has consulted and co-counseled with advocates in many states; helped draft numerous pieces of legislation; given hundreds of presentations; published extensively; and served as counsel in numerous federal and state cases, including *Memisovski v. Maram*, which established substantial reforms in children's health care in Illinois. He currently is working on state-based implementation of federal health care reform and leads the Responsible Budget Coalition, an effort bringing together more than 200 diverse organizations to advocate for state revenue and budget reform in Illinois. Among his honors, he has received the Kutak-Dodds Prize from the National Legal Aid and Defender Association, John Minor Wisdom Public Service and Professionalism Award from the American Bar Association's Litigation Section, Child Health Advocate Award from the American Academy of Pediatrics, and Excellence in Pro Bono and Public Interest Service Award from the United States District Court and Federal Bar Association. A 1975 graduate of Valparaiso University School of Law and former board member of the Chicago Transit Authority, John currently serves on the boards of Illinois Partners for Human Service and the Center for Law and Social Policy, is a member of the National Advisory Committee to the United States Census Bureau on Race, Ethnic and Other Populations, and co-chaired Chicago Mayor Rahm Emanuel's summer 2014 Working Group on the Minimum Wage. John may be reached at [johnbouman@povertylaw.org](mailto:johnbouman@povertylaw.org).

**CAROL BRADFORD** — Carol is Senior Counsel and Charitable Advisor for the California Community Foundation (CCF), a 501(c)3 public foundation in Los Angeles. In her dual role, she serves as CCF's chief legal officer in addition to focusing on business development for the organization. Carol is the past chair of the State Bar of California's Non-Profit Organizations Standing Committee, Business Law Section and the Tax-Exempt Organizations section of the Los Angeles County Bar Association. Carol was a civil litigator in Los Angeles until she "retired" to the nonprofit sector in 2001. She holds a Bachelor of Arts degree from CSU Fullerton, and a law degree from Loyola Law School in Los Angeles. She is a frequent speaker on legal and tax issues surrounding charitable gifting as well as on the business of community foundations. Carol may be reached at [cbradford@calfund.org](mailto:cbradford@calfund.org).

**DAVID BUBIS** — A passionate and dedicated leader with over 35 years of executive and fundraising experience, David joined Public Counsel, the nation's largest pro bono law firm, as its Director of Philanthropy in 2018 to pursue his deep interest in and commitment to supporting public interest legal work. Prior to coming to Public Counsel, David led numerous successful fundraising and community-engagement efforts resulting in over \$450 million in annual, capital and endowment funds for numerous non-profits. His previous full-time position was as the Vice President of Development at Bet Tzedek Legal Services. Additionally, David has managed several leadership development programs, which led to significant organizational improvements, higher functioning teams and strategic advancements. David may be reached at [dbubis@publiccounsel.org](mailto:dbubis@publiccounsel.org).

**BARBARA BUCKLEY** — Barbara is the executive director of Legal Aid Center of Southern Nevada. She has spent her entire legal career with Legal Aid Center, beginning as a staff attorney in 1989. After handling individual cases and major class actions, she became executive director of Legal Aid Center in 1996. Since that time, Barbara has created many new programs including a partnership with William S. Boyd School of Law, where all first year law students are trained to teach legal classes to the public, a Family Justice Project and a Children's Attorneys Project. Legal Aid Center also runs the Civil Law Self-Help Center and the Family Law Self-Help Center where every year, tens of thousands of litigants have access to legal information and forms so they can properly represent themselves in court. Barbara also served as the Speaker of the Nevada State Assembly from 2007 through 2010, the first woman in the state's history to hold this position. From 2001 to 2007, she served as Majority Leader of the Nevada State Assembly. Barbara began her legislative service upon her election in 1994, after testifying before the Legislature on behalf of legal aid clients. She received many awards and honors, including the Most Effective Legislator in the Assembly in 1999, 2001, 2003, 2005, 2007, and 2009,

the 2010 Transparent Courthouse Award from the Institute for the Advancement of the American Legal System, the 2012 Best Public Servant Award, the 2013 Emerge Nevada Woman of the Year and UNLV College of Liberal Arts Alumni of the Year, the 2013 Child Advocate of the Year, and the 2014 Jurisprudence Award from the Anti-Defamation League of Las Vegas. Barbara received her J.D. degree summa cum laude from the University of Arizona School of Law and her B.A. from the University of Nevada, Las Vegas. Barbara may be reached at [bbuckley@lacs.org](mailto:bbuckley@lacs.org).

**STEPHANIE C. BUCKLEY** — Stephanie is Senior Vice President and the Fiduciary Manager of Wells Fargo Philanthropic Services, which helps charitable individuals, families, and nonprofit organizations work toward their unique goals by providing specialized advisory services. Stephanie leads a team of experienced specialists that provides philanthropic advice to Wells Fargo clients throughout the Southwest and California regions. Prior to joining Wells Fargo, Stephanie worked at Pepperdine University for over 10 years as an associate vice chancellor of the Center for Estate and Gift Planning. There she worked with current and prospective donors to structure gifts in the most tax efficient manner, including identifying and creating estate and financial planning tools specific to each donor's needs. She also served as an associate vice chancellor at the law school where she raised major gifts, managed the school's board of visitors and taught as an adjunct faculty member. She earned a BA degree in Economics with high honors from the University of California, Santa Barbara, a JD with a specialization in business law from the University of California, Los Angeles School of Law and an LLM in taxation with honors from Loyola Law School in Los Angeles. Stephanie is a member of the State Bar of California, on the editorial board for Planned Giving Today, a former trustee for Heifer International Foundation and a past president for both the Los Angeles Council for Charitable Gift Planners and the Planned Giving Council of Ventura County. Stephanie may be reached at [stephanie.c.buckley@wellsfargo.com](mailto:stephanie.c.buckley@wellsfargo.com).

**SALENA COPELAND** — Salena is the Executive Director of the Legal Aid Association of California and spends much of her time coordinating statewide legislative and administrative advocacy, while also supervising a small staff who work to support the entire IOLTA legal aid community through trainings, online coordination and resource-sharing, and member discounts. Her biggest recent successes are as a major organizer in the effort to increase the Equal Access Fund, a fund that supports nearly 100 California legal nonprofits. In 2016, the efforts resulted in a one-time \$5 million increase in the funds at the same time LAAC and others successfully pushed for a repeal of a sunset on a separate \$7-9 million/year fund. The following year, LAAC led a coalition to increase the funds with an additional \$20 million (\$10



million over two years) and an ongoing set-aside of millions of dollars of class action residual funds to increase legal services for low-income Californians. Salena is a 2007 graduate of Stanford Law School, the 2016 recipient of the Miles L. Rubin Public Interest Award, a member of the State Bar of California Standing Committee on the Delivery of Legal Services, a co-chair of the California Commission on Access to Justice Rural Task Force, a member of the Amicus Committee of the Access Commission, an active member of the Bench Bar Coalition, and the 2010 recipient of the Bench Bar Coalition Legal Services Provider of the Year Award. She also serves on a number of statewide planning committees dedicated to improving access to justice for low and moderate-income Californians, including the Campaign for Justice. Salena may be reached at [scopeland@laaconline.org](mailto:scopeland@laaconline.org).

**ANA CRUZ** — Ana is the Director of Development for Greater Boston Legal Services. Previously, she was on the Development team at Bay Area Legal Aid in the San Francisco Bay Area. She has an MBA from Boston University and a fondness for overpriced cities. Ana may be reached at [acruz@gbls.org](mailto:acruz@gbls.org).

**LYNN ETKINS** — Lynn, Chief Development and Marketing Director at the Legal Aid Foundation of Los Angeles, is responsible for designing and executing the overall fund development and marketing strategy for the Legal Aid Foundation of Los Angeles, including core initiatives: Capital Campaign, Annual Fund, Major Gifts and Special Events. She also oversees grants and contracts as well as communication strategies including social media. Lynn was most recently the Associate Executive Director of the Legal Aid Center of Southern Nevada. She was directly responsible for community outreach, media relations and fundraising including the organization's capital campaign. Lynn previously served as the first Executive Director of the Nevada Supreme Court Access to Justice Commission. Working directly with Nevada's courts and legal service providers throughout the state, Lynn developed policies and initiatives to increase the access of low-income Nevadans to the courts. Lynn is a graduate of the University of California at Santa Barbara and the University of the Pacific McGeorge School of Law. Lynn may be reached at [letkins@lafla.org](mailto:letkins@lafla.org).

**JENNY FARRELL** — As Director of External Relations, Jenny serves in a hybrid role functioning as the Los Angeles Center for Law and Justice's Director of Development, Director of Communications, and Director of Pro Bono & Volunteers. Jenny is responsible for designing and executing the overall fund development and marketing strategy for LACLJ, including Annual Fund, Major Gifts, Special Events, and Law Firm and Corporate Sponsorships. Jenny oversees LACLJ's communication strategies and works closely with LACLJ's Board of Directors and Leadership Council to in-

crease financial and volunteer resources for LACLJ's core services and raise awareness of LACLJ among leaders in the legal, business and philanthropic communities. Jenny also connects private law firms and practitioners to LACLJ by supervising the placement of family law and immigration cases with these attorneys. Finally, Jenny recruits, trains, and mentors dozens of law students who volunteer with LACLJ every year both during the academic year and over the summer. Jenny received her Bachelor's degree in Government at Smith College, where she graduated *cum laude* in 2003. She received her J.D. from the University of Southern California Gould School of Law in 2011. While in law school, Jenny was named the 2011 Public Interest Student of the Year and awarded the Mason C. Brown Award for her commitment to public interest issues and talent for trial work. Jenny may be reached at [jenny@lajl.org](mailto:jenny@lajl.org).

**DOROTHY FLEISHER** — Dorothy is the Program Director for the Southern California Program of the W. M. Keck Foundation, a national philanthropy that focuses on pioneering research in science and medicine, distinctive learning and research opportunities for undergraduate students, and programs that enrich the lives of children, youth and families in Southern California. Her primary responsibility is overseeing grantmaking in the areas of arts and culture, civic and community services, health care, precollegiate education, and early childhood development. She has been with the Foundation since 1999. Currently, she is the co-convener of the Education Funders Group, a founder and member of the L.A. Partnership for Early Childhood Investment, and a steering committee member of Southern California Grantmakers Foster Care Funders Collaborative. She also serves as a board member of the California Social Welfare Archives. In 1996 she was honored by the California Chapter of the National Association of Social Workers as Social Worker of the Year, and in 1998 she was a recipient of the YWCA of Greater Los Angeles' Incredible Woman Making History Award. She earned her doctorate in Social Work from the University of Southern California with a focus on social policy and administration.

**ESTHER FRANCO-PAYNE** — Esther is the Executive Director Cabrini Green Legal Aid (CGLA), where she leads the strategy, fundraising and overall management of the organization. With a long career in violence prevention and criminal justice advocacy, Esther's personal commitment has been to serve as a voice for underserved communities of color. Growing up on Chicago's southside, she understands the issues that permeate communities impacted by crime, poverty, and disinvestment. Through her work with CGLA, Esther aims to spread CGLA's impact through Chicago, Cook County and the State of Illinois. She is a long-time advocate who has engaged the public in the development of effective criminal justice and juvenile justice policies and continues

to educate the community about issues related to exposure to trauma, violence prevention, and criminal justice reform. Esther is a member of the Illinois Juvenile Justice Commission, the federally mandated State Advisory Group to the Governor, the General Assembly and the Illinois Department of Human Services and Chairperson of the DMC Committee, focused on eliminating racial disparities in the juvenile justice system. She was a member of Cook County Board President Toni Preckwinkle's Violence Intervention and Prevention Research Advisory Council and was recently appointed by President Preckwinkle as chairperson of the Juvenile Temporary Detention Center (JTDC) Community Advisory Board. Esther has a master's degree from the University of Chicago — School of Social Service Administration. Esther may be reached at [efpayne@cglanet.net](mailto:efpayne@cglanet.net).

**BOB GILLET** — Bob is Co-Executive Director of the Michigan Advocacy Program (MAP). MAP provides general legal services to thirteen Michigan counties and operates several statewide programs including the Michigan Poverty Law Program, Farmworker Legal Services, the Michigan Immigrant Rights Center, the Michigan Elder Justice Initiative, the Michigan Legal Help Program and the Michigan Foreclosure Prevention Project. Bob has served as counsel in many significant poverty law and civil rights cases in state and federal courts. He has worked as counsel to many community organizations and has been involved in the creation of community organizations providing services in the areas of low income housing, access to health care, and legal services delivery. Bob is active in state and local bar work and national legal services work, including serving in leadership positions with the Project Advisory Group and the National Legal Aid and Defender Association. Bob may be reached at [rgillett@lsscm.org](mailto:rgillett@lsscm.org).

**BOB GLAVES** — Bob has been Executive Director of The Chicago Bar Foundation since October, 1999, prior to which he had a successful nine-year career as a civil litigator at the Chicago law firm then known as Menges, Mikus & Molzahn. As Executive Director of the CBF, Bob is responsible for leading and overseeing the CBF's work that brings Chicago's legal community together to improve access to justice for people in need and to make the legal system more fair and efficient for everyone. Since Bob became Executive Director, the CBF has increased the amount of its annual grants and fundraising more than tenfold and has played a lead role in launching a number of groundbreaking access to justice initiatives. Bob has served as the Chair of the Board of Directors for the Donors Forum (n/k/a Forefront) and President of the National Conference of Bar Foundations. He also served on the boards of the American Judicature Society and Grantmakers Concerned with Immigrants and Refugees (GCIR), and has chaired the Chicago Bar Association (CBA) Legislative Committee, the CBA Le-

gal Aid Committee and several other bar committees. Bob is a 1991 magna cum laude graduate of The John Marshall Law School, received a B.A. degree in Political Science and Journalism from the University of Wisconsin in 1987, and has been awarded a number of commendations over the course of his legal career. Bob may be reached at [bglaves@chicagobar.org](mailto:bglaves@chicagobar.org).

**STEPHANIE W. HARRIS** — Stephanie has over 20 years experience in marketing, fundraising and business development. She is currently Director of Development for the Ohio State Legal Services Association and its affiliates — The Legal Aid Society of Columbus, the Ohio Poverty Law Center and Southeastern Ohio Legal Services. A native of Columbus, Ohio, Stephanie received her Bachelor's and JD from The Ohio State University. Her career has included work in New Orleans, Louisiana, where she directed the Program Development office of the local community action agency, Total Community Action, Inc., and moved on to direct the Public Relations office for the City of New Orleans and served as Managing Editor for Gambit Newspapers. In 1986, Stephanie was recruited by Gannett Newspapers to direct the marketing department for the Ft. Myers News-Press in Ft. Myers, FL. She returned to Columbus in 1992, went to law school, and began her work with nonprofit organizations in Ohio with a focus on helping social service providers develop marketing and resource development plans and programs that create brand awareness and provide sustained support. Stephanie may be reached at [sharris@oslsa.org](mailto:sharris@oslsa.org).

**JOANNA JACKSON** — As Vice President, Grant Operations, Joanna is responsible for the management of Weingart Foundation's responsive grantmaking program and staff. Joanna joined the Foundation in 2008 as a program associate, and most recently held the position of Director, Grant Operations. Prior to joining the Foundation, she accumulated more than a decade of experience in the nonprofit, philanthropic and public sectors, most recently serving at the U.S. Fund for UNICEF. Joanna holds a master's degree in public administration from Baruch College, The City University of New York, and received her bachelor's degree from Spelman College in Atlanta, Georgia.

**JESSIE KORNBERG** — Jessie joined Bet Tzedek as President & CEO in 2014. Her tenure has seen the agency grow to address the most pressing legal issues facing low-income families, including the nation's first transgender medical-legal partnership, Los Angeles' first low-income tax and small business start-up clinics, and a family preparedness program to respond to growing concerns surrounding the deportation of undocumented parents. Prior to taking the helm at Bet Tzedek, Jessie distinguished herself as a trial attorney at Los Angeles-based litigation boutique Bird Marella. Among



her achievements there, she led the trial team that prevailed in one of the 10 largest intellectual property verdicts of 2013, served as pro bono counsel in ground-breaking inmate-safety litigation on behalf of the inmates of the Angola death-row facility in Baton Rouge, Louisiana, and chaired the firm's pro bono program. Her earliest exposure to impact litigation and strategic policy work — which intersect with two of Bet Tzedek's core strengths — came while serving as a legal fellow with the NOW Legal Defense and Education Fund (now known as Legal Momentum). Following graduation from law school, Jessie was a clerk to Chief Judge Jon P. McCalla of the U.S. District Court in Memphis, Tenn. She earned her J.D. from the UCLA School of Law, where she was editor in chief of the Women's Law Journal. She holds a bachelor's degree in American history from Columbia College of Columbia University. In 2016, she was named to the American Bar Association's inaugural list of "40 Under 40," and in 2017, she joined the UCLA School of Law Board of Advisors. Jessie may be reached at [jkornberg@bettzedek.org](mailto:jkornberg@bettzedek.org).

**ALLISON LEE** — Allison is the Vice President for External Affairs for Bet Tzedek. Prior to joining the Bet Tzedek Senior Leadership Team, Allison Lee served as American Jewish World Service's (AJWS) Founding Executive Director, Southern California. In that capacity, Allison worked to enhance AJWS's visibility, expand the donor base, increase revenue, and forge new partnerships in the region. Allison has more than 20 years of nonprofit organizational experience, including corporate and foundation fundraising, event-planning and board development. She received the Jewish Communal Professionals of Southern California's award for Professional Excellence in Fundraising in September 2015. She holds a B.A. in American studies and political science from Tufts University. Allison may be reached at [alee@bettzedek.org](mailto:alee@bettzedek.org).

**YVONNE MARIAJIMENEZ** — Yvonne is the Deputy Director for Neighborhood Legal Services of Los Angeles County (NLSLA). Yvonne helps oversee a budget of over \$17 million and a staff of 130, including 55 attorneys. She oversees NLSLA's four Medical Legal Community Partnerships (MLCP), which use the power of doctors, lawyers and other health professionals, to identify and ameliorate the social determinants of health impacting both individual and community health status. She led an effort to embed MLCPs in the Los Angeles County Health System and NLSLA is currently piloting a County MLCP collaboration with legal services organizations which could lead to a LA County funded MLCP system, a significant outcome for NLSLA and all MLCPs in LA County. Yvonne earned her B.S. in Business Administration at USC and her J.D. at Loyola Law School, Los Angeles. Yvonne is a member of the Management Information Exchange board of directors. She may be reached at [ymariajimenez@nsls.org](mailto:ymariajimenez@nsls.org).

**MEREDITH MCBURNEY** — Meredith McBurney has spent over 35 years working with and for legal aid and access to justice organizations as a staff person, consultant and volunteer, specializing in resource development. In her current role as resource development consultant to MIE, she works on the design and implementation of MIE's resource development activities, including this annual Fundraising Conference. She also provides in-depth consulting to individual programs. Additional legal aid work includes serving as the resource development consultant to the ABA Resource Center for Access to Justice Initiatives, researching and analyzing fundraising trends and practices within legal services nationwide, and using the information she gains to provide information, training and technical assistance to bench, bar and legal aid leaders throughout the country. From 1981 to 1997, she served as the executive director for Colorado's IOLTA program and the Legal Aid Foundation, Colorado's statewide fundraising organization. Before that, she was the administrator for Colorado Rural Legal Services. Meredith holds a B.S. in Business Administration from the University of California at Berkeley, and a B.S. in Zoology from Colorado State University. Meredith may be reached at [meredith-mcburney@msn.com](mailto:meredith-mcburney@msn.com).

**WILLARD OGBURN** — Will is a Senior Fellow at the National Consumer Law Center (NCLC), previously serving as Executive Director. NCLC is a low income advocacy organization, publisher of the major treatises on consumer law, a support center for legal aid programs, and sponsor of the annual National Consumer Rights Litigation Conference. The Center is sometimes called "the nation's consumer law experts." Will has presented and written widely on consumer law. He has served as Deputy Commissioner of Banks in Massachusetts; in the Executive Office of the President; with Congress' Legislative Reference Service; in the Law Reform Unit of Cleveland Legal Aid; as a member and Chair of the Federal Reserve Board Consumer Advisory Council; on Senator Elizabeth Warren's Judicial Screening Committee; on the transition team for Massachusetts Attorney General Maura Healey; and on the board of directors of Americans for Fairness in Lending; the Consumer Federation of America (President); the National Association of Consumer Advocates (Executive Committee); the Center for Legal Aid Education (President); and Consumer Reports. He was awarded the National Association of Consumer Advocates' Lifetime Achievement Award; the William J. Proxmire Lifetime Achievement Award by the American College of Consumer Financial Services Lawyers; and the Lifetime Achievement Award of the Massachusetts Bar Association. Will may be reached at [wogburn@nclc.org](mailto:wogburn@nclc.org).

**KATIE ORENSTEIN** — Founder and CEO of The OpEd Project, Katie writes and speaks frequently about the intersection of media and mythology — that is, what we think is

fact or fiction and how that shapes our ideas about politics, culture and history. She has contributed to the op-ed pages of the *New York Times*, *Washington Post* and *Miami Herald*. Her commentaries on women, politics, popular culture, mythology and human rights have been nationally syndicated and appear in anthologies. She has lectured at Harvard and Stanford universities, and appeared on ABC TV World News, Good Morning America, MSNBC, CNN and NPR All Things Considered. A graduate of Harvard and Columbia universities, she is the author of *Little Red Riding Hood Uncloaked: Sex, Morality & the Evolution of a Fairy Tale*, which explores stories told about women over 500 years across multiple continents, and how they shape our lives today. It has been translated into multiple languages and is under consideration for a television series. *Newsweek* called it “revelatory,” *The Wall Street Journal* called it “beguiling,” and feminist author Naomi Wolf called it “laid back, readable brilliance.” Katie has lived and worked around the world and particularly in Haiti, where she traveled as a folklore student and journalist in the 1990s, during a time of political upheaval. As a result of that experience, she has reported extensively on Haiti; organized fact-finding delegations for journalists, scholars and lawmakers; and consulted with the United Nations human rights mission. Katie has received a Peabody-Gardner Fellowship, Tinker Grant and a Cordier Essay Prize (from Columbia University), and was a finalist for the 2004 Prize for Promise, designed “to identify young women, aged 21-35, of great promise and vision who could... become world leaders in their respective fields.” She is a fellow with The Woodhull Institute for Ethical Leadership, a recipient of The Diana P Scott Integrity in Action Award, and a fellow of Echoing Green, which selected The OpEd Project as one of 19 of the most innovative social enterprises worldwide, out of a pool of 1500 applicants.

**PATRICIA PAP** — Patricia is the Executive Director of Management Information Exchange (MIE). MIE’s mission is to promote excellence in management to ensure high quality advocacy on behalf of low-income people. MIE advances best practices and innovation in leadership, management, supervision, and fundraising by supporting a full and free exchange of ideas and providing training, consulting, and a flagship journal for the legal aid community. In addition to her long tenure with MIE, Patricia has been a director of a legal services program as well as serving in managerial roles in legal services. She brings more than 30 years of management experience and know-how from both a local and national legal services perspective. Patricia may be reached at [ppap@mielegalaid.org](mailto:ppap@mielegalaid.org).

**JESSICA PAYNE** — Jessica is an award-winning digital marketing coach, popular live show host and successful advocate for creating positive change through the power of social media. Her mantra is “Real > Perfect” and her combination

of nearly 20 years in marketing and communications and laid-back California style helps put her clients at ease while delivering best-in-class digital strategies. As an advocate and business owner herself, Jessica understands the challenges faced by both big brands and lean teams when it comes to commanding attention and driving action in a competitive marketplace. By embracing new trends like creative collaboration, automation and authentic conversations, every organization can succeed. Jessica is on a mission to create visibility and inclusivity especially in mental health and for women and the LGBTQ community. Ultimately, Jessica believes that powerful storytelling will change the world. Her popular online course Live Show Mastery teaches storytellers how to use the power of live video to transform their organization. Jessica may be reached at [www.JessicaPayne.us](http://www.JessicaPayne.us), [@jpaynebu](https://twitter.com/jpaynebu) on Twitter and Instagram, [@JessicaPayneOfficial](https://www.facebook.com/JessicaPayneOfficial) on Facebook.

**JENNIFER K. PELTON** — Jennifer is a veteran fundraiser with more than 25 years building and sustaining nonprofit organizations. Based in Maryland, she is the Director of Development for the Public Justice Center, a legal advocacy organization focused on systemic change. Jennifer earned her CFRE in 2006 and became an AFP Master Trainer in 2010. She teaches frequently and focuses a consulting practice on small shops and effective boards. She has published several times in *Grassroots Fundraising Journal* and the *Management Information Exchange Journal*. She is a current member of the Vestry of Memorial Episcopal Church in Baltimore, Maryland. Jennifer may be reached at [peltonj@publicjustice.org](mailto:peltonj@publicjustice.org).

**AUDREY PRANSKY** — Audrey is the Development Officer at Greater Boston Legal Services (GBLS), focusing primarily on major gifts and individual giving. She has more than 20 years of experience in fundraising and donor engagement at a number of cultural and social service institutions, including the Peabody Essex Museum, the Jewish Community Foundation, ITN Greater Boston and the YMCA Association of the North Shore, and has also served as an independent development consultant. A lawyer herself, this is her first experience working for legal aid, having joined GBLS in February 2017. Audrey has a J.D. degree from Case Western Reserve University School of Law and an undergraduate degree in communications from the S.I. Newhouse School at Syracuse University. Audrey may be reached at [apransky@gbls.org](mailto:apransky@gbls.org).

**TRACY RICE** — As Vice President, Development for Public Counsel, Tracy continues her long history of passionate work for civil rights and social justice. Prior to joining Public Counsel, Tracy served as Director of Development for the ACLU of Southern California, Director of Compliance at AEG, and Executive Director of the Legislative Black Cau-

cus Foundation (LBCF). Before her work with LBCE, Tracy served as Los Angeles Bureau Chief of the Rainbow/PUSH Coalition, a position she enjoyed for seven years. Tracy holds a bachelor's degree in history from the University of Kansas and a Juris Doctorate from Loyola Law School–Los Angeles. Before joining Rainbow/PUSH, she was a staff attorney at the ACLU of Southern California for six years. There, she worked on a variety of civil rights cases, with a particular emphasis on criminal justice issues, including prison and jail conditions of confinement cases, police misconduct and death penalty appeals. Long active in civil and human rights issues, she is currently Vice President of Death Penalty Focus and serves on the board of directors for the Tom and Ethel Bradley Foundation. Tracy may be reached at [trice@public-counsel.org](mailto:trice@public-counsel.org).

**ALYSON ROBBINS** — Alyson, Manager, Outreach and Development, Michigan Advocacy Program, is a graduate of Northeastern University School of Law (JD), Bank Street College of Education (MSEd), and the University of Michigan (BS). Alyson was a staff attorney in MAP's Family Law Project from 2005 to 2011, left MAP to serve as the Public Interest Director at the University of Michigan Law School from 2011 to 2016, and returned to MAP as the Manager of Outreach and Development in July 2016. Alyson may be reached at [arobbins@lsscm.org](mailto:arobbins@lsscm.org).

**ALY STERLING** — Long before Aly founded her eponymous consulting firm, she was solving the unique yet similar problems encountered by nonprofit organizations. Her decision to start her own business in 2007 was driven by her belief in leadership as the single most important factor in organizational success, and her determination to work with multiple causes at one time to scale societal change. Today Aly manages the direction and growth of her firm while advising clients on the organizational challenges that affect their sustainability and mission success. Most recently, she partnered with a legal aid foundation in Los Angeles to lead their first-ever capital campaign for a new building headquarters, and currently serves as fundraising counsel to a prominent healthcare system, managing multiple regional and national campaigns raising more than \$85 million. In 2015, Aly led her firm to membership in The Giving Institute, an exclusive and highly respected professional organization for nonprofit consultants, best known for publishing the annual Giving USA report. Aly's expertise includes fundraising, strategic planning, search consultation and board leadership develop-

ment for organizations of varying sizes and capacities. She is a regularly sought for comment by the media on topics related to the nonprofit sector, most recently providing insight into social sector innovation and donor motivation for the Chronicle of Philanthropy. She has contributed to publications of BoardSource and The Governance Institute, as well as the Toledo Chamber of Commerce and The Giving Institute. Her workshops and keynote presentations have been featured at the meetings of the National School Foundation Association, the Association of Fundraising Professionals, the Indiana Philanthropy Alliance, Boys & Girls Clubs of America and a variety of foundations around the country. Aly is an alumna of Leadership Toledo, a recipient of the "20 Under 40" award and a Women in Communications Crystal Award winner. She holds a master's degree from the University of Toledo and is a fellowship graduate of the executive leadership program at Case Western Reserve University's Weatherhead School of Management. Today, Aly serves on the board of trustees for St. Ursula Academy and the Arts Commission of Greater Toledo. She is past president of the Northwest Ohio chapter of the Association of Fundraising Professionals and has served on the boards of Leadership Toledo, David's House and Advocating Opportunity, an organization formed to stop human trafficking. Aly may be reached at [aly@alysterling.com](mailto:aly@alysterling.com).

**BETTY BALLI TORRES** — Betty has served as the executive director of the Texas Access to Justice Foundation, the largest Texas-based funding source for legal services to the poor, since 2001. She began her career as a staff attorney at Legal Aid of Central Texas after graduating from the University of Texas School of Law. She has held various public-interest law positions, including executive director of Laredo Legal Aid Society, Inc., legal director of Volunteer Legal Services of Central Texas, managing attorney of Legal Aid of Central Texas, and staff attorney at Advocacy, Inc. Betty is a member of the board of directors of Management Information Exchange. She may be reached at [bbtorres@teajf.org](mailto:bbtorres@teajf.org).

**CAMILLE WARD** — Camille is Network Engagement Manager at Voices for Civil Justice. She has a background in journalism, research, and community organizing and has provided strategic support to non-profits in Indiana, Oregon, and Michigan. She has a master's in U.S. History from Wayne State University. Camille may be reached at [ward@voicesforciviljustice.org](mailto:ward@voicesforciviljustice.org).