



The Association of Fundraising Professionals – New Mexico

PRESENTS

NATIONAL PHILANTHROPY DAY[®]



CHANGE THE WORLD

WITH A GIVING HEART

WEDNESDAY, NOVEMBER 18, 2009

2009 Philanthropy Day Sponsors

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2009 Philanthropy Day Sponsors

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Special Olympics of NM, Inc.
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UNM Cancer Center
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Special Thanks:

The NM Commission for Community Volunteerism for their gift of a \$250 savings bond for each of the Youth in Philanthropy award recipients.

Additional thanks to the Albuquerque Publishing Company/Newspapers in Education Program, the Central New Mexico Community College Foundation, the Albuquerque Public Schools Education Foundation, and United Blood Services, for their sponsorship of the Youth in Philanthropy Program.

2009 Philanthropy Day Agenda

11:00 Doors Open

11:30 Welcome

Pamela Chavez, AFP NM President

Lunch

12:00 Recognition of Sponsors and VIPs

Pamela Chavez, AFP-NM President

12:15 Awards Recognition Program

Spirit of Philanthropy Awards

[See Spirit Insert](#)

Business/Corporation in Philanthropy

[New Mexico Educators Federal Credit Union](#)

Philanthropic Foundation/Service Organization

[Assistance League of Albuquerque](#)

Leadership in Philanthropy

[Larry and Dorothy Rainosek](#)

Volunteer Fundraiser

[Charmay Allred](#)

Family in Philanthropy

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Presidential Award

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Fundraising Professional

[LaDonna Hopkins, United Way of Central New Mexico](#)

Youth in Philanthropy

[Derek Selvage, Elementary School Level](#)

[Derek Kane, Junior High/Middle School Level](#)

[Nick Felipe, High School Level](#)

1:30 Adjourn

2009 Philanthropy Day Winners

The New Mexico Chapter of the Association of Fundraising Professionals congratulates and thanks the following outstanding philanthropists for their contributions to their communities and the state. Each will be honored with a \$250 contribution to the nonprofit of their choice.

Recognizing Excellence in Philanthropy

Business/Corporation in Philanthropy

New Mexico Educators Federal Credit Union

Nominated by: Kathie Winograd, Central New Mexico Community College

Nomination Supported by: David Schmidly, University of New Mexico; Phill Casaus, Albuquerque Public Schools Education Foundation; Karen Sanchez-Griego, Atrisco Heritage Academy High School

Philanthropic Foundation/Service Organization

Assistance League of Albuquerque

Nominated by: Pamela Chavez, Don Chalmers Ford

Nomination Supported by: Lauren Joule, Albuquerque Public Schools; Diane Harrison Ogawa, PNM Resources Foundation; Laura Zamora, Van Buren Middle School

Leadership in Philanthropy

Larry and Dorothy Rainosek

Nominated by: Jan Bandrofchak and Roger Schluntz, UNM School of Architecture & Planning

Nomination Supported by: Paul Krebs, UNM Athletics, Colleen Harris-Kistner, New Mexico Symphony Orchestra, and Rev. Michael Sheehan, Archbishop of Santa Fe

Volunteer Fundraiser

Charmay Allred

Nominated by: Charlene Lery and Lisa Sullivan, Santa Fe International Folk Art Market

Nomination Supported by: Billie Blair, Santa Fe Community Foundation; Jim West, Futures for Children; Russell Baker, National Dance Institute of New Mexico

Family in Philanthropy

The Cates & Leischner Family

Nominated by: Aurora Bachicha, Presbyterian Healthcare Foundation

Nomination Supported by: Julia Bowdich, Presbyterian Healthcare Foundation; Vince Marchi, Presbyterian Healthcare Foundation Board Member

Presidential Award

Center for Nonprofit Excellence

Nominated by: Pamela Chavez, AFP-NM Board President

Fundraising Professional

LaDonna Hopkins, United Way of Central New Mexico

Nominated by: Pam Hurd-Knief, UNM College of Engineering and Lynn Trojahn, ACCION New Mexico, Colorado, Arizona

Nomination Supported by: Norman Becker, New Mexico Mutual; Cheryl Willman, M.D., University of New Mexico Cancer Center; Lynn Twist, Soul of Money Institute

Youth in Philanthropy:

Derek Selvage, Elementary School Level

Nominated by: Megan Elizabeth Lee, Pinon Elementary Principal

Derek Kane, Junior High/Middle School Level

Nominated by: Kim Kerschen, Director, Bernalillo County Council of PTAs Clothing Bank

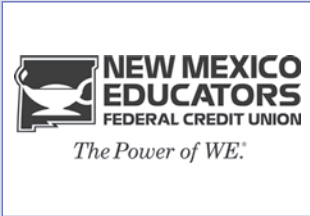
Nick Felipe, High School Level

Nominated by: Shannon Fleg, Co-Coordinator, Native Health Initiative

Outstanding Business/Corporation in Philanthropy

New Mexico Educators Federal Credit Union

NPD Charity of Choice: The Foster Grandparent Program



With over 115,000 member-owners, New Mexico Educators Federal Credit Union is the state's largest not-for-profit financial cooperative, providing a full range of essential financial services. Since 1936, members of the Credit Union have enjoyed the advantage of borrowing and saving together to create an environment for competitive saving and lending rates, low or no fee services, financial education and a commitment to community.

Seven Cooperative Principles drive the values of New Mexico Educators Federal Credit Union. Two of the most valued principles are based around financial literacy and support for the communities the Credit Union serves. Every year significant resources are directed to financial literacy in our public schools, colleges and communities. Credit Union members also have a voice in the commitment to community through their participation in the Community Rewards Program established in 2007. Through the active participation of its members, NMEFCU demonstrates "The Power of WE."

Outstanding Business/Corporation in Philanthropy

- 1987 PNM
- 1988 First National Bank
- 1989 US West
- 1990 Sunwest Bank
- 1991 Burlington Resources
- 1992 American Home
- 1993 General Mills
- 1994 Diagnostek
- 1995 Intel Corporation
- 1996 Norwest Bank
- 1997 Sandia National Laboratories
- 1998 Furr's Supermarkets
- 1999 Presbyterian Healthcare Services
- 2000 Ford Motor Company
- 2001 Bank of America
- 2002 G.E. Aircraft Engines
- 2003 First State Bank
- 2004 The Thornburg Companies
- 2005 Lexus of Albuquerque
- 2006 Citi Cards of New Mexico
- 2007 French Mortuary
- 2008 Clear Channel Outdoor

Outstanding Philanthropic Foundation/ Service Organization in Philanthropy

Assistance League of Albuquerque

NPD Charity of Choice: Assistance League of Albuquerque



Assistance League® Albuquerque is an **all volunteer** 501c (3) service organization whose mission statement is "Volunteers enriching lives for a better community." Chartered as the 28th Chapter of the National Assistance League in 1962, membership has grown from 23 to 300 volunteers. Last year, members devoted about 50,000 volunteer hours (valued by the Department of Labor at over \$1,000,000) to make the community a better place to live, work, and raise children.

In response to community needs, the League has nine philanthropic programs serving all ages from birth to senior citizens. The signature program is Operation School Bell® which provided new uniform clothing for 3,250 Albuquerque Public Schools students last year. Others include providing Teddy bears for children in crisis, hygiene items for schools, clothing for assault victims, hand-made items for preemies and chemo patients and a venue for senior citizens to sell their arts and crafts at the League's Blue Portal in Old Town. Members perform puppet shows, addressing timely topics such as bullying, safety and independent thinking for second and third grade students.

In collaboration with the YWCA, job or interview appropriate clothing is provided to women who are entering or re-entering the workforce. Programs are funded by the Bargain Box Thrift Shop, donations, grants and a spring geranium sale.

Outstanding Service Organization

- 1998 Junior League of Albuquerque
- 1999 United Way of Central New Mexico
- 2003 Del Norte Rotary Club of Albuquerque
- 2004 Albuquerque Civitan Clubs
- 2006 Social Venture Partners NM
- 2008 Sandia Civitan

Outstanding Philanthropic Foundation

- 1996 McCune Charitable Foundation
- 1997 Hugh B. & Helen K. Woodward, Woodward Trust/Sandia Community Foundation
- 2000 Albuquerque Community Foundation
- 2001 PNM Foundation
- 2003 Thaw Charitable Foundation
- 2004 R.D. & Joan Dale Hubbard Foundation
- 2005 Los Alamos National Lab Foundation
- 2006 Santa Fe Community Foundation



Outstanding Leadership in Philanthropy

Larry and Dorothy Rainosek, Frontier/Golden Pride LTD

NPD Charity of Choice: UNM School of Architecture & Planning



Larry and Dorothy moved from Austin, Texas to Albuquerque, New Mexico in December of 1970 with their two small children in anticipation of opening a restaurant in the University of New Mexico area. The Frontier, with one dining room and 99 seats, opened February 10, 1971. Business started slowly but over the years has grown steadily. Their first Golden Pride (originally called Golden Fried) was opened in June 1971 and there are now four.

Larry and Dorothy's work ethic has definitely played a key role in the success of their restaurants, the Frontier Restaurant and the Golden Pride Chicken restaurants. However, they are always quick to point out that their management team has been an important part of their success.

The general managers of both restaurants have worked for Larry and Dorothy for over 38 years and ten other members of the management team have worked for them for over 20 years – a remarkable testament to their commitment to a healthy work environment.

Never in their wildest dreams did they envision their success and the opportunity to give back to Albuquerque and the community that welcomed them. They feel that they are very blessed. Larry's motto is "If one does good deeds, good things will happen." And they certainly have happened.

Outstanding Leader in Philanthropy

- 1991 David & Martha Cooper
- 1992 Arthur and Elizabeth Spiegel
- 1993 Calvin and Ruth Horn
- 1994 Robert & Florrie Stamm
- 1995 Dean & Alice Irvin
- 1996 Doug & Sarah Brown
- 1997 John and Anne Marion
- 1998 Zannie Garcia
- 1999 Elspeth Bobbs
- 2000 Larry Willard
- 2001 George Clayton Pearl
- 2002 Don & Dianne Chalmers
- 2003 Seven Bar/The Black Family
- 2004 Thomas M. Brennan
- 2005 Victor & Colette Jury
- 2006 Jack & Donna Rust
- 2007 H. B. Horn
- 2008 Jim and Carol Hinton

Outstanding Volunteer Fundraiser

Charmay Allred

NPD Charity of Choice: Santa Fe International Folk Art Market



Charmay Allred is co-founder and Vice Chair of the Board of the Santa Fe International Folk Art Market and serves as a trustee of the Museum of New Mexico Foundation. She also serves on the New Mexico State Arts Commission and the Board of Trustees of the Crow Canyon Archaeological Center. She is an active volunteer and fundraiser with numerous community organizations including Cornerstones Community Partnerships, Spanish Colonial Arts Society, the Museum of Spanish Colonial Art, the Wheelwright Museum of the American Indian, Futures for Children, the Santa Fe Community Foundation, Santa Fe Symphony, and the National Dance Institute of New Mexico, among others.

She and Forrest Fenn created a publishing company, One Horse Land and Cattle Company Publishing, to publish Fenn's memories, archives, and archaeological work. She is also currently working on an archeological project in the Galisteo Basin. Formerly, she was an English and journalism teacher as well as a medical editor and a commercial interior designer. She was recently honored for her years of voluntarism in the arts. Charmay conducted her undergraduate studies at La Sierra University and post graduate work at the University at Redlands.

Outstanding Volunteer Fundraiser

- 1991 William Nordyke
- 1991 Ray Zimmer
- 1991 Jane Baston
- 1991 Betty Sabo
- 1991 Anne Nokes
- 1991 Zach Clem, Jr.
- 1991 Elizabeth Hirsch
- 1991 Sherman McCorkle
- 1991 Jan Friederich
- 2000 J. Howard Mock
- 2001 Doris Rhodes
- 2002 Duffy Swan
- 2003 Barbara Allender
- 2004 Robert Wertheim
- 2005 Edward Lujan
- 2006 Diane Harrison Ogawa
- 2007 Peggie Ann Findlay, MD
- 2008 Melanie Burns



Outstanding Family in Philanthropy

The Cates & Leischner Family

NPD Charity of Choice: Presbyterian Healthcare Foundation



As children, Nita and John first became acquainted with the concept of philanthropy by observing their parents, Betty and Dr. William Cates. Betty served as “home room mother” for both her children during their years at Mark Twain Elementary School; while Bill was involved with the “20-30 Club”, a service organization. Together, Betty and Bill were “Block Captains” for each year’s Easter Seal Campaign. As an adolescent, Nita was

volunteering with first the YMCA and then the American Diabetes Association.

Betty died in the Hospice Unit at Kaseman Hospital in 2002 and Nita volunteered during the 2003 “Daffodil Days” helping deliver to the selling sites on Saturday. On Sunday she convinced Bill and her friend, Jerry Leischner, to get involved. In subsequent years, the three were joined by John, and in addition to deliveries, took responsibility for anything else which needed to be done. Bill died shortly after Daffodil Days 2008; however, it is still a “foursome” as John’s wife, Judy, volunteered during Daffodil Days 2009 to keep the Cates family tradition alive.

Outstanding Family in Philanthropy

2007 Rozier & Victoria Sanchez & Family

2008 Kathy and Mike Mechenbier Family

Presidential Award

Center for Nonprofit Excellence

NPD Charity of Choice: United Way of Central New Mexico



The Center for Nonprofit Excellence was created in late 2005 by visionaries in the Albuquerque community who saw a need to invest in nonprofit capacity building so that donor dollars and volunteer time are well utilized and agency clients are effectively served. The Center is a program of the United Way of Central New Mexico in partnership with the Albuquerque Community Foundation.

New Mexico has more than 6,000 nonprofits working to provide critical services addressing hunger, education, poverty, homelessness, arts, the environment and other community needs. The purpose of the Center is to provide training and resources to promote excellence in nonprofit program delivery.

The primary goal of the Center for Nonprofit Excellence is to make nonprofits in New Mexico stronger so they can effectively serve their constituents. Strong nonprofits equal strong communities. They address board development, leadership, fundraising, financial management and information technology needs. They encourage collaboration and provide access to funding information.

Over 3,000 attendees from nearly 600 nonprofits have accessed trainings to build core competencies; executive director leadership peer networks engage 25 professionals; the fundraiser mentorship program in collaboration with the Association of Fundraising Professionals New Mexico is completing the second year; and online resources like the New Mexico Grantmakers Directory; web based Board Development training; financial management toolkits, job listings, and the New Mexico Nonprofit Directory are utilized by thousands of nonprofit staff and volunteers each year. They provide support to emerging leaders by partnering with the Emerging Nonprofit Leadership Network.

Center for Nonprofit Excellence staff are Amy Duggan, Director; Tsiporah Nephesh, Program Coordinator; and Margaret Ambler Salamon, Research Specialist. Amy Duggan, Director, of Center for Nonprofit Excellence, is accepting the award on behalf of the staff, Advisory Board members, trainers, and funders.

Presidential Award

2005 Cody Unser



Outstanding Fundraising Professional

LaDonna Hopkins, United Way of Central New Mexico

NPD Charity of Choice: United Way of Central New Mexico



For four decades LaDonna Hopkins has been working in communities to “change lives by connecting community resources with human needs.” This is one description of United Way where she now serves as Vice President and Chief Development Officer for United Way of Central New Mexico. It also describes the purpose of her work throughout her career: Before joining United Way she served as Executive Director of Greater Albuquerque Habitat for Humanity. She has been an active member of AFP-NM, having served as Chair of Philanthropy Day and President of the Board.

LaDonna and her family, husband Paul Hopkins and children Sean Hopkins and Sarah Tolch, are personally committed to philanthropy.

In her letter of support Dr. Cheryl Willman said, “Through her great works and tremendous dedication to the underserved and her personal qualities of grace, faith and sincere kindness, she brings out the best in all of us. As such, she has had and will continue to have a tremendous impact in our community that will be everlasting.” As a fundraiser, LaDonna believes she has one of the best jobs in the world because she has the opportunity through her work to see the best in people each day.

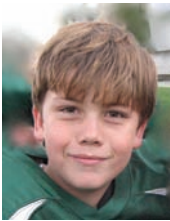
Outstanding Fundraising Professional

- 1999 Stanley Weinstein, ACFRE
- 2000 Ina Simmons
- 2001 Cleta Downey
- 2002 Laura Lee Moore
- 2003 Lynn Trojahn
- 2004 Vicki Macaulay
- 2005 Laura Heuter Bass
- 2006 Kay Peck, CFRE
- 2007 Pam Hurd-Knief, CFRE
- 2008 Jan Hosea

Outstanding Youth in Philanthropy

Derek Selvage

Piñon Elementary School, Los Alamos Elementary, Grade 6, Los Alamos, NM



Derek Selvage is a 6th grader at Piñon Elementary, which he has attended since kindergarten. Since turning 6, he has held his birthday parties as fundraisers to improve life for all at his school. The proceeds of his birthday parties have gone to the school library, the school track, and the Piñon Meeting Place. At his last birthday party fundraiser, he got 40 students to come and also asked them to help decide where the money would go. He has also organized people to sing at the assisted living center, and served as a recess coach to assist younger students.

Derek Kane

Desert Ridge Middle School, Grade 8, Albuquerque



Derek Kane is an 8th grader at Desert Ridge Middle School. He has participated in the Community Service Club and was a leader in planning projects to assist Watermelon Ranch, Ronald McDonald House, Roadrunner Food Bank, and other organizations. He also assists the Roadrunner Little League baseball team as a coach and umpire. He volunteers with the Bernalillo County Library, encouraging young children to read. Derek also volunteers with his church, which provides services to children with cancer and those who are hospitalized, homebound or in nursing homes.

Nick Felipe

Native American Community Academy, Grade 10, Albuquerque



Nick Felipe is a 10th grader at the Native American Community Academy. Nick is an Acoma Pueblo American Indian. He is the student body president at NACA. He came up with the idea of creating a positive art mural to stop gang-related graffiti in the boys and girls bathrooms and to encourage students to express their art and help out the community in a positive way. Nick organized five students as his team on the project and together they raised the funds to bring it to fruition. Their art project has received attention throughout New Mexico, including at the "Keep the Dream Alive" event on Martin Luther King's Birthday attended by 500 people.

Outstanding Youth in Philanthropy

- 2006 Shelby Elizabeth Rashap (Elementary)
Logan Medlin (Middle School)
and K'Dawn Butler (High School)
- 2007 Austin Denton (Elementary)
Kimberly Turner (Middle School)
and Krista Lockwood (High School)
- 2008 Dominic Roybal (Elementary)
Donna Berardinelli (Middle School)
Vaughn Carty (High School)



About AFP:

Mission

The AFP New Mexico Chapter, an association of professionals, advances philanthropy by empowering people and organizations to practice effective and ethical fundraising.

The core activities through which the Chapter fulfills this mission include education and training, promoting credentialing, providing resources, networking, forging alliances, mentoring, advocacy and recognition.

Membership Information

AFP is the only professional fundraising organization in New Mexico, with valuable resources, educational opportunities, and career advancement. For more information on how you can join, please visit www.afp-nm.org.

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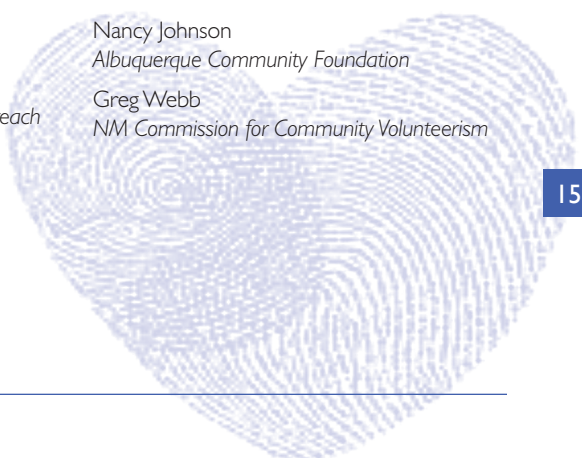
Virginia Chavez
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Central New Mexico Community College

Janice Honeycutt
United Blood Services

Nancy Johnson
Albuquerque Community Foundation

Greg Webb
NM Commission for Community Volunteerism





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