

# TOP 50 '13

## Innovators Come In All Shapes And Sizes

*Power & Influence honorees harness the power of ideas*

BY PAUL CLOLERY

Author James Herriot would be proud of this year's *NPT Power & Influence Top 50* celebration of the executives moving and shaping the nonprofit world. The creator of *All Creatures Great and Small* would be delighted because this year the honorees run the gamut from the smallest organizations to a few of the largest.

This unveiling of the industry's innovators showcases the power of great ideas and how those concepts often trump small bank accounts. The kids in a history class in New York City needed supplies. Their teacher got the idea to go online and donors responded. The concept has taken hold and now has a name – crowd-sourcing. There are a few million unnecessary emergency room visits every year. For those who suffer though without medical assistance there is a network bringing free care to a town near you whose national infrastructure could meet in a phone booth. For those who don't remember phone booths, it's a great analogy. You could fit, maybe, three people in them.

There is the other end of the spectrum. Executives of some of the more well-heeled organizations are bankrolling ideas that, on paper, have little chance of being successful. They understand there is much to be learned by the journey. Others on the list are allocating millions to realign for the next generation of organizations and constituents.

There is quite a bit of turnover in this 16th annual catalog of the sector's big brains. There are 18 new honorees

and three executives who are returning to the club after taking some time off, apparently to come up with new ideas. Honorees and their guests will be feted in Washington, D.C., next month during the annual *NPT Power & Influence Top 50* Gala. The evening's keynote will be national commentator Juan Williams.

The evening always involves conversation between people who would not normally have the opportunity to interact. One commonality of this year's honorees is a discussion regarding ending vitriolic language when there is a difference of opinion. Several of the *Power & Influence* honorees are leading the national discussion of one America. They have initiated conversations about putting the civility back in civil society. Some of the honorees have found unique methods of convening and facilitating such discussions.

Nearly everyone is weary of the lack of cooperation in Congress that has spilled into the nation in general. It seems as if we can't talk to each other without being branded conservative or liberal with the branded feeling compelled to react in a certain form and manner. The honorees this year have been reaching out past their usual constituencies to foster conversation about what it means to be a civil society. Although the words and nomenclature are often different, the goal is the same.

Here they are – The 2013 *NPT Power & Influence Top 50* honorees. *NPT*

*The 16th annual celebration of some of the sector's top executives and strategists.*

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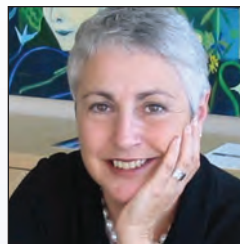




## Chris Anderson

Curator  
 Sapling Foundation/TED  
 New York, N.Y.

Some of the world's biggest brains gather to discuss ideas that can change the world at TED conferences. TED was always interesting but Anderson has turned it into a worldwide phenomenon. If you are tapped to do a TED, you can pretty much write your own ticket, although the conference disdains corporate and self-promotion.



## Diana Campoamor

President  
 Hispanics in Philanthropy  
 Oakland, Calif.

She has transformed an organization of volunteer advocates into a multinational philanthropic network of more than 600 funders with five regional offices. She is making funders understand that only 1% of their funding is going to what will soon be a majority of the population in the United States.

## Diana Aviv

President & CEO  
 Independent Sector  
 Washington, D.C.

Aviv is one of the sector's savviest political operatives in Washington, D.C. There is sometimes a howl when she makes a move and that's only because they don't see the rest of the board. You need to be in everyone's ear in these fragile political times and Aviv has the pop to get in the door.



## Kathy Calvin

CEO  
 United Nations Foundation  
 Washington, D.C.

Calvin's career has been one of communicating and pushing the big vision of changing the world. She brings a collaborative spirit and political acumen along with the foundation's financial muscle. She believes that a healthy, educated, empowered adolescent girl has the unique potential to break the cycle of poverty for her community.

## Lucy Bernholz

Visiting Scholar  
 Stanford University Center on Philanthropy & Civil Society  
 Stanford, Calif.

A self-described philanthropy wonk, she uses social media to push out and gather thoughts on how to create, fund, and distribute shared social goods in the digital age. She writes about how data are fundamentally reshaping the flow of philanthropy, calling it the future of good.



## Emmett Carson

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

The sector's deep-pocketed, generally polite contrarian is now taking on the embraced concept of collective impact. Government, business and community leaders can't possibly have the same time windows and precious energy is lost trying to marry ideas that have to be a shotgun wedding. And, this is from someone writing the checks.

## Charles Best

Founder & CEO  
 DonorsChoose.org  
 New York, N.Y.

A history teacher in the Bronx, Best needed supplies for the kids. That was about \$105 million ago. He was one of the first to harness the web in what people now call crowdsourcing. Any public school teacher in the country can tap into it. Some sites are bells and whistles. You'll only see them here if a teacher needs bells and whistles.



## Tim Delaney

President & CEO  
 National Council of Nonprofits  
 Washington, D.C.

Delaney was among the first to scream about how sequester cuts would impact nonprofits, from state budget cuts to slowed payments despite an uptick in need. He's right when he says government uses the sector "like an ATM" and was first to launch a website tracking sequestration's impact at [www.givevoice.org](http://www.givevoice.org)

## Dan Busby

President  
 Evangelical Council for Financial Accountability  
 Winchester, Va.

There might be a day in the not-too-distant future when tax law mandates financial transparency for religious organizations. Busby's members will be ready. He has put his neck out to make financial accountability a near creed within a membership often not happy about drawing the curtains back and letting the light shine in.



## Marion Wright Edelman

Founder & President  
 Children's Defense Fund  
 Washington, D.C.

This Presidential Medal of Freedom honoree is a legend and should be a reminder of all of the struggles that unite the charitable sector. Her powerful writing "We Must Never Give Up" regarding sensible gun control and children, and other offerings on school safety and education, provides the evidence and evangelism to rally advocates to actions.

## Nicole Lamoureux Busby

Executive Director  
 The National Association of Free and Charitable Clinics  
 Alexandria, Va.

One of the centerpieces of the Affordable Care Act is to reduce the number of emergency room visits for non-emergency, indigent patients. The model is already in place and Busby runs it. And, the 1,200 clinics in the network do it with almost no federal or state money. Large hospital systems should learn how it is done and delivered well.



## James Firman

President & CEO  
 National Council on Aging  
 Washington, D.C.

Firman's words: "The possibility of experiencing positive, vital aging lasting into our 10th decade of life is one of the new realities of the 21st century." He is now working on ways of paying for it. An effective coalition leader, he just might know more about aging than anyone in Washington, D.C.

## Donna Butts

Executive Director  
 Generations United  
 Washington, D.C.

Everyone has an agenda, whether it's infants, youth, GenXers or seniors. Those are deep silos. Butts found a way to intelligently show that it's really one agenda and that the generations are interdependent and provide worth to each other. She's a go-to person in Washington, D.C. on intergenerational dependence.



## Brian Gallagher

President & CEO  
 United Way Worldwide  
 Alexandria, Va.

Gallagher leverages UWW's relationships with business, unions and employees to do more than fundraise. He says that UWW has moved away from being a fundraiser. Yeah, right. The difference is these days United Way is brokering deals in communities in the areas of education, income and health where previously the organization wrote checks.



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## Bill Gates

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

The name should be enough. It's enough to fund eradicating disease in poor countries. But Gates has been a pioneer in funding projects that just might not work, or in some cases have little chance of working. It has been a model for foundations to be risk-takers if they want to actually change the world.



## Jo Ann Jenkins

Executive Vice President/Chief Operating Officer  
 AARP & AARP Foundation  
 Washington, D.C.

Jenkins is making AARP more than cheap insurance and discounts for seniors. She's making sure seniors are fed and funds innovative programs that train low-income older people for tech jobs. Recession Recovery and Hunger Innovation grants along with program-related investments in community banks are making an important impact.

## John H. Graham IV

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

If he wasn't a high-powered association executive you might find Graham in a well-appointed garage trying to figure out a way to make something work better. He is constantly seeking ways his 22,000 members representing nearly 11,000 organizations can deliver better constituent service. It's C-suite learning and mentoring at its best.



## Irv Katz

President  
 National Human Services Assembly  
 Washington, D.C.

Katz tells people the things they have to hear, whether they want to listen or not. While everyone was starting to realize the national impact of federal budget cuts, he was already talking about state and local impacts. To Katz, it's not service delivery; it's investing in the future, starting with people.

## Paul Grogan

President & CEO  
 The Boston Foundation  
 Boston, Mass.

There is very little going on in the Back Bay that Grogan doesn't coordinate, participate in or fund. He convenes important conversations about local issues and has the checkbook to back up whatever is decided. He is a power broker throughout the state on poverty, social innovation, healthcare and education.



## Vanessa Kirsch

Founder and Managing Director  
 New Profit Inc.  
 Cambridge, Mass.

She treats giving as an investment portfolio to manage. Her push to use data analysis to judge effectiveness is a model other social entrepreneurs are replicating. Having led Public Allies and the Women's Information Network, her ideas aren't half-baked thinktank concepts that will fail.

## Wendy Harman

Director, Information Management, Disaster Services  
 American Red Cross  
 Washington, D.C.

Harman continues to be a leading voice in the nonprofit online space. And, she can be blamed for teaching the President of the United States how to tweet. She has the Red Cross at the top of the social media implementation scale but realizes those clicks are about people. She shares data and methods that make everyone better.



## Sr. Georgette Lehmuth

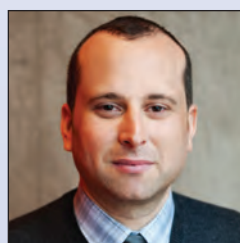
President & CEO  
 National Catholic Development Conference  
 Hempstead, N.Y.

Sr. Georgette has called what she does "a sacred trust" and has referred to finding cash to do it the "ministry of fundraising." It's all very nice unless you're an elected or appointed sot trying to run over the sector. She collaborates with everyone while keeping everyone's eyes fixed on the prize – service to others.

## Stephen Heintz

President  
 Rockefeller Brothers Fund  
 New York, N.Y.

A brilliant tactical negotiator, he is leading the concept for the reconvening of America, called The National Purpose Initiative. He is pushing sector leaders to understand the intertwined economics of what they do. Heintz takes his unique worldview and is developing a game plan to make it all work. It starts with ideas and understanding.



## Gregory Lewis

Executive Director  
 True Colors Fund  
 New York, N.Y.

Lewis was working to bring awareness to bullying before anyone knew it was a national issue. Shunned kids are particularly vulnerable and Lewis has worked tirelessly to not just bring attention to the issues of LGBT youth homelessness but to work with the straight community to mitigate the tragedy.

## Melanie L. Herman

Executive Director  
 Nonprofit Risk Management Center  
 Leesburg, Va.

You would think someone with a penchant for fast cars, motorcycles and scalding coffee wouldn't be risk-adverse. There is nothing wrong with risk so long as it is understood. She is the sector's most articulate advocate of risk management and the annual conference is one of the best from a content standpoint.



## Nancy Lublin

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

The organization can mobilize in a hurry. Some 2.4 million young people took some type of action in a DoSomething campaign and it has 1 million mobile supporters. It might look like a kid's clubhouse but she pushes harder than just about anyone and makes the target feel good about it. More important, though, are the ideas, like Crisis Text Line.

## Dara Richardson-Heron, M.D.

Chief Executive Officer  
 YWCA USA  
 Washington, D.C.

When you think YWCA, the Affordable Care Act isn't the first thing that snaps to mind. It should. YWCA has always been involved in women's health issues. Richardson-Heron understands the politics of it, has been through personal health issues and won't take "no" for an answer no matter who says it.



## Robert Lynch

President & CEO  
 Americans for the Arts  
 Washington, D.C.

You will never misconstrue anything this vocal arts leader has to say. The meeting of art, business and politics is not an intersection, but a jug handle that goes around. He knows how to get partners safely off and onto an access road. He has a firm grip on the organization while developing new arts leadership in communities around the nation.



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## James (Jim) Manis

Mobile Giving Foundation  
 Issaquah, Wash.

The Internet is the Wild West, even when it comes to donations. Manis is working to make sure that doesn't happen with mobile giving without stifling innovation. Everyone has a smartphone and eventually it will be a huge source of income. Setting the standards now and working with the Better Business Bureau shows leadership in an expanding field.



## Lisa Paulsen

President & CEO  
 Entertainment Industry Foundation  
 Los Angeles, Calif.

Many organizations claim they measure outcomes. With Paulsen, if you don't hit your goal EIF will find physicians and researchers who can. It is a fundraising, research-funding and awareness juggernaut. While the main thrust has been cancer research and awareness, she is also pushing a national service and education agenda.

## Tim McClimon

President  
 American Express Foundation  
 New York, N.Y.

McClimon is a leading example of the correct way to do corporate social responsibility. His words in *Forbes*: "Employees are key stakeholders and expect that the organizations they work for are supporting their communities. In exchange, employees can be valuable brand ambassadors that help us expand the reach of programs." He also expects results.



## Michael Piraino

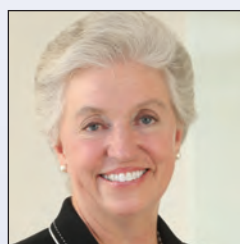
Chief Executive Officer  
 National Court Appointed Special Advocate Association  
 Seattle, Wash.

Abused and neglected kids need more than a mentor. They need adults who are trained and screened. Piraino has built a network of more than 77,000 volunteers who serve 243,000 abused and neglected kids via more than 900 program offices. Don't call his office and expect to get him. The odds are that he's on the road.

## Risa Lavizzo-Mourey, M.D.

President & CEO  
 Robert Wood Johnson Foundation  
 Princeton, N.J.

Lavizzo-Mourey is a key player in what this nation's healthcare will look like, from cradle to senior citizens. She either sits on or leads many national and international health policy boards. She also pushes RWJF and the sector to realize the importance of measuring results and outcomes, of clear accountability.



## Rebecca Rimel

President & CEO  
 The Pew Charitable Trusts  
 Philadelphia, Pa.

By what she calls "raging incrementalists," she made Pew very focused and very strategic regarding resources, ideas, individuals, and institutions to move the needle on certain key issues. An interesting idea from deep pockets: "Bigger may be interesting, but it's not necessarily better. Strategy and design of philanthropic investment is equally important."

## Neil Nicoll

President & CEO  
 YMCA of the USA  
 Chicago, Ill.

While the government is bailing on projects, he's found a way to get them to pony-up. Convincing the feds to give him money to counter diabetes via exercise and counseling is transforming the organization into more than just a gym and daycare operation. His trademark has become taking on old problems in a unique way and making it work.



## Judith Rodin

President  
 The Rockefeller Foundation  
 New York, N.Y.

Rodin focused the Rockefeller Foundation on "building resilience." Whether it is Asia or New York City, she is pushing key infrastructure initiatives worldwide. Her words: "Resilience means creating diversity and redundancy in our systems and rewiring their interconnections, which enables their functioning even when individual parts fail."

## Jacqueline Novogratz

Chief Executive Officer  
 Acumen  
 New York, N.Y.

Novogratz believes that values have a tension and a balance. Those she picks to be part of the team of this nonprofit global venture capital fund need more than skills and personality, as she had put it. Her idea on patient investment is a fresh voice in a nonprofit space more driven with instant outcomes measurement these days.



## Anthony D. Romero

Executive Director  
 American Civil Liberties Union  
 New York, N.Y.

He might as well be dubbed the sector's lawyer. Under his direction the ACLU has been active in just about every social justice cause impacting the sector and its clients. While not everyone agrees with the ACLU's positions on issues, he is fighting against privacy intrusion by the government and thus on people served by the sector.

## Michelle Nunn

Chief Executive Officer  
 Points of Light Institute  
 Atlanta, Ga.

Nunn connects with more volunteers than many Fortune 100 organizations have employees. While national service is a theme and she is a master visionary into how it should work, she understands that volunteering is local. A lot of executives are missing that piece of the puzzle. She is a leading voice on communities and the power of people.



## William Schambra, Ph.D.

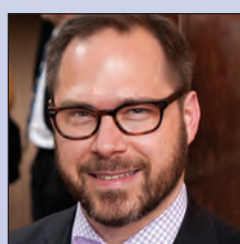
Director  
 Hudson Institute/Bradley Center  
 Washington, D.C.

Schambra is consistently sticking his finger in the eye of the sector's elite, who have forgotten that it's not about them but their missions. His writing smacks around his conservative brethren, as well as D.C. liberals. He asks questions and convenes conversations designed to broaden the idea of philanthropy's role in America today.

## Wayne Pacelle

President & CEO  
 Humane Society of the United States  
 Washington, D.C.

Pacelle is fighting back against the shadowy individuals who use nonprofits as a cloak to attack the sector with half-truths and in some cases straight-out lies. Along with running a great organization, he is the poster executive for attacks by agri-business and others who won't put their names behind their smear campaigns. He still wins most of the fights.



## Paul Schmitz

CEO  
 Public Allies  
 Milwaukee, Wisc.

A member of the White House Council on Community Solutions, this community organizer's mantra is "Everyone Leads." To sustain social change the people who have to live with the results should determine the work and be co-producers of the impact. He believes change can't occur if communities wait for an individual hero.

**John R. Seffrin, Ph.D.**

CEO  
 American Cancer Society  
 Atlanta, Ga.

Seffrin is resetting the clock at the ACS in its 100th year. It is an ambitious overhaul that is more than just management structure. Some of the change challenges traditional ideas of fundraising and revenue. Other organizations have restructured operations. This one has a chance at changing patient outcomes.



**Eugene R. Tempel, Ph.D.**

Dean  
 Indiana University Lilly Family School of Philanthropy  
 Indianapolis, Ind.

Tempel heads the nation's first school of philanthropy. He also headed what was the premier Center on Philanthropy. It can be argued that nobody has spent more time effectively building a center of knowledge on the topic of philanthropy, where people turn for answers and illumination.

**Premal Shah**

President  
 Kiva.org  
 San Francisco, Calif.

Crowdfunding is quaint. Microfinance is what will change the world as grants shrivel up and donors continue to be concerned about where their money goes. When banks say no, neighbors say yes and Shah and his roughly 1 million members have been at the forefront of community financing a couple of bucks at a time.



**Laysha Ward**

President  
 Community Relations & Target Foundation  
 Minneapolis, Minn.

Ward isn't everywhere, it just seems that way. Her funding for community service makes an impact. She is all about policy issues, reorganizing school models, and leveraging social and new media. Her passion to empower others, and her professional life, are dedicated to service and diversity in both nonprofit and corporate settings.

**Wendy Spencer**

CEO  
 Corporation for National and Community Service  
 Washington, D.C.

Unlike some of her predecessors, Spencer only sporadically sees her Washington, D.C. digs. She is on the ground ensuring that national service work is continuing and effective. As services take more of a role in national issues, making sure this isn't just an extension of FEMA or another government agency is a challenge for which she appears to be ready.



**Andrew Watt**

President & CEO  
 Association of Fundraising Professionals  
 Arlington, Va.

Watt brings an international view to philanthropy, especially when lobbying and explaining to cloistered members of Congress that government is hounding poor people for nickels and dimes and not focusing on real issues of growing a civil society.

**Patty Stonesifer**

President & CEO  
 Martha's Table  
 Washington, D.C.

It takes an extraordinary leader to go from running the Gates Foundation, straightening out the Smithsonian and sitting on a White House panel to running a small community development agency. She's never lost her humanity. Her ideas and clout transformed thousands of lives. Now she's doing it one person and community at a time.



**Samuel Worthington**

President & CEO  
 InterAction  
 Washington, D.C.

Everyone wants to build grantee capacity. Worthington understands that there is a balance between capacity building and direct service delivery. There is a large turnover in leadership at international organizations. He is working to get the world up to speed, cooperating, building new coalitions and partnerships for both sides of the balance.

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