

Humane Philanthropy™

American Humane's quarterly philanthropic newsletter



Volume 1, Number 2
Fall 2008

A Good Cause Is a Great Ride

Kiersten Gillis leads her pony, Darryl, from the cool, earthy barn out into the late afternoon sunshine. The pony is docile in her care, and Kiersten smiles broadly. She is in her element, comfortable with the pony's exuberance when treats are given, and gentle yet firm with her mount during rides.

Two other girls are taking a lesson in the training ring, the sounds of hooves in the dirt and the smell of leather tack completing the scene. It is evident that all of the girls, Kiersten included, love horses.

But Kiersten is more than a "horse-crazy" child — her maturity is evident, not only in how she handles Darryl, but in her commitment to helping animals.

At 12, she is already a generous donor to American Humane.

Much has been in the press about the giving habits of different generations. Writers, philosophers and clergy encourage families to include philanthropy in their daily lives — and to include their children in their charitable decisions.

It was one such article, in addition to the experience of another family, that influenced Tim Gillis, Kiersten's father and an accounting executive. He and Kiersten's mother, Linda, decided to embark on a philanthropic training mission with their four children last December. The children each received a sum to give away, and were encouraged to look into their own hearts to determine what they felt most strongly about and then research those causes and report back.

"It taught me to give back what we have been given...some of what I have," Kiersten said. She had already started donating as a child, giving portions of her allowance and money she had earned to organizations that assisted victims of Hurricane Katrina.

Kiersten learned to feel the pain of others, but also to share the fun of giving.

"We want to encourage our children to be thoughtful and generous," Linda said, adding, "I wish my parents could have encouraged me to start giving younger." She didn't grow up with the capacity to give that her family has now, and says that together they have "found great pleasure in giving."

In Kiersten's research, she discovered that American Humane prevents abuse and neglect of both children and animals, but it was the animals that clinched the deal for her. Support for animal shelters, animal emergency response and animal-assisted therapy are her interests.

Sharing is just one of the values she is learning through giving. Her love for animals has also taught her respect and empathy. Taking care of Darryl and Ginger, her 8-year-old collie, takes time and effort. "They really depend on me. I have to be responsible. I can't have moments when I forget," she explained.



Kiersten Gillis, American Humane's youngest major donor, enjoys a balmy Virginia afternoon with her pony, Darryl.

As Linda tells it, it's all about growing up well-rounded. Kiersten participates in competitive soccer, piano and swimming, in addition to taking care of her animals — all while maintaining straight A's in school. These things take a lot of time, but not too much. "Parents need to be careful not to let their kids get overbooked. They need perspective and balance," Linda said.

That's true with giving, too. Kiersten hasn't told her friends about giving away thousands of dollars "because that would seem like bragging." She'd really rather discuss horseback riding, and had to be talked into giving this interview. Clearly she's more interested in the good she does for others than any good it does her.

To research ways to involve the young people in your life in giving, you can visit the following websites recommended by the Council on Foundations:

Council on Foundations: www.cof.org

FamilyCares: www.familycares.org

Points of Light Institute: www.pointsoflight.org

Network for Good: www.networkforgood.org

VolunteerMatch: www.volunteermatch.org

The Inheritance Project:
www.inheritance-project.com

The W.K. Kellogg Foundation: www.wkcf.org

More Than Money: www.morethanmoney.org



American Humane Helps Animals Affected by Neglect, Floods and Hurricanes

It was a busy summer for American Humane's Red Star Animal Emergency Services™ team. Flooding in the Midwest and a massive seizure of nearly 400 neglected animals from a private home in North Carolina occupied our team initially — and then hurricane season arrived. While we were still in North Carolina, Hurricane Gustav was threatening to hit the Gulf Coast.

We quickly sent a second group of responders to Louisiana, where American Humane partnered with several other national and local animal welfare organizations to shelter, care for and ultimately reunite animals with their families after the storm. A third group of American Humane responders then deployed to cover post-storm animal search-and-rescue needs. In addition, as we complete this issue of *Humane Philanthropy*, Hurricane Ike is threatening to strike. We plan to help animals affected by that storm as well. For the latest news on our Animal Emergency Services work — in what could become one of the worst hurricane seasons on record — please visit www.americanhumane.org/redstar.

The Challenge of Funding Animal Emergency Response

June 2008: American Humane's Red Star Animal Emergency Services team responds to flooding in the Midwest, and donors immediately provide support. Within days, more than \$80,000 is received.

Each time American Humane responds to a large disaster, the American people respond in kind, as they did in June and July.

American Humane is always proud to help, and we join emergency and disaster response efforts without regard to cost. In addition, we deeply appreciate the swift decisions that donors make to support our efforts saving animals caught in disasters of all kinds.

But there is a difficult truth that all emergency response organizations must face: While money typically comes in following disasters like the Midwest floods and Hurricanes Gustav and Ike, it is very hard to raise the funds necessary to be prepared and constantly ready to respond. In some years, these funds can exceed the amount needed to cover the direct costs of any deployments.

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Casey Fuels Growth at American Humane

George C. Casey wants the American Humane Association to grow, and he is helping to make it happen.

He has given generously of his time, expertise and personal resources. A major donor since 2000, he served on American Humane's board of directors for more than six years, and was instrumental in helping make several effective moves.

American Humane's current growth was created with funds from the Guy Di Stefano estate. At the time the estate was realized, Mr. Casey pushed hard for strategic investments to expand hallmark programs and increase fundraising and marketing. "If we commit that money now to build programs as the donor intended, we'll get it all back and more," he explained. He should know. His business is advising organizations as they make critical business decisions.

Casey is principal consultant with The W Group, a highly regarded firm that assists Fortune 500 companies with outsourcing decisions related to information technology. Headquarters are in Malvern, Pa. He was previously the director of Pillsbury Winthrop Shaw Pittman's consulting practice and CEO of Spectrum Consulting Group. Casey also spent 20 years as a certified public accountant for one of the premier public accounting firms. His wife of two years, Nancy Brown Casey, is also with The W Group and has deep marketing expertise. They work together from their new home in Denver.

Spectrum was highly involved in child welfare systems consulting in the 1990s. One of the company's clients was the state of Colorado, which turned to Spectrum for help implementing a new accounting system. In working on this project, Casey met Tim O'Brien, Colorado's state auditor, who recruited Casey to American Humane's board of directors (O'Brien later became CEO of American Humane). "I knew the reputation of the organization and was pleased to join the board," Casey said.

Marie Belew Wheatley, the current president and CEO of American Humane, praised Casey's former board involvement: "He was exactly the kind of board member that every charity needs — someone who really

understands the mission, cares deeply about the organization's future, and gives generously of their intellectual and financial resources."

Casey's expertise and connections in the field of child welfare systems continue to be extremely valuable to American Humane. He pushed hard to return Dr. John Fluke to American Humane. Fluke had been one of the leaders of the Children's Division, and rejoined the organization recently as director of the new American Humane Child Protection Research Center. Casey had also worked in Texas with Pat Devin in the Texas child welfare system. Devin is now a consultant to health and human services agencies and vice chairman of American Humane's board of directors. Eric Bruner, another of Casey's recruits, is also on the board.

By the time he joined the board, Casey was already acquainted with board members' responsibility to give. He remains very interested in the development of good board members and the growth of philanthropy for humane causes. "I enjoyed being on the board. I learned a lot and was happy to be a part of the organization," he explained. He thinks all board members should give, and some of them should lead giving and fundraising for an organization. He said, "There are two kinds of board members — the ones who have a particular set of skills valuable to the organization, and the others, who need to recognize they are there to raise money."

He cut his teeth on fundraising early in his career. He had decided to take part in a race that involved getting pledges from friends and colleagues. While the competition was busy raising pools of \$150, Casey raised \$15,000 by



George Casey and his wife of two years, Nancy Brown Casey, have two small dogs. Hers was rescued from a family that had planned to have the dog euthanized. The Chihuahua mix was named for journalist and author Cokie Roberts as an homage to Roberts' big, round eyes. Lexi, Casey's miniature Yorkshire terrier, got her name from Lexington Avenue, where she was found. They are busy getting settled into their new home in central Denver.

asking everyone he knew to pledge. He remembers the power of that early success in his life, and whenever a colleague or friend takes on such a project, he is a hearty supporter and donor. "Anybody I know who works for me or asks me to help them in a cause that is important to them, I'm going to support their effort," he said.

His family and his early career also shaped his personal giving. His maternal grandfather, Dr. George Howell Coleman, was an excellent role model. Also, early in Casey's professional career as a CPA, the partners in the firm not only made it a regular practice to give financially, but also to help organizations through personal commitments to leadership. With this background, Casey views humane philanthropy as "our social responsibility."

After 40 years of donations, Casey focuses his giving on four organizations. He is one of American Humane's most generous donors. He supports his alma mater, Northwestern University, including its Gender Equity Program. Two women's organizations also enjoy his attention: the Women's Sports Foundation, created by Billie Jean King, and the National Women's History Project.

American Humane has been included in Casey's estate plans, which qualifies him as a member of the 1877 Legacy Society.

Donor Recognition

The following are current gifts by individuals between Jan. 30, 2008, and Aug. 15, 2008:

The following are lifetime cumulative donors:

The Di Stefano Legacy Society

(\$25 million or more)
H. Guy Di Stefano Estate

The Benefactors Society

(\$1 million to \$9,999,999)
Vivian Kronenberg Estate

The Advocates Society

(\$500,000 to \$999,999)
Robert L. Clark Estate

The Directors Society

(\$250,000 to \$499,999)
Anonymous
Justin Allen Atkins Estate
Janet M. Aylward Estate*
Sophia Freiter Barth Estate
Janet S. Brickey Estate
Lorraine E. Cantor Estate
Miriam E. Challstrom Estate
Nina McCleery Hunt Trust
Walter H. D. Killough Trust
MasterFoods® (PEDIGREE®
Food for Dogs)
William A. Norfleet Estate

Marjorie Powley Estate
W.C. & Ruth Stone Trust

The Presidents Society

(\$100,000 to \$249,999)
Betty Jane Baer
Clarence & Claire Coe Estate
Helen S. Coes Estate*
Vivian J. Davidson Estate
Virginia Glidden Trust
Martha Grimes
Dorothy Hult
Irene Clinton Jokisch Trust
John B. & Mary N. Knight Estate
Doris S. Lottridge Estate
Makray Family Foundation
Marjorie J. Panning Estate
Gertrude Ross Estate
The Kenneth A. Scott Charitable Trust, a KeyBank Trust
Ruth B. Scott Estate
Mary Etta Selle Estate
Scott Cody Shiloh Estate
Hilda Wayne Vincent Estate
J. Elizabeth White Estate
Thomas L. Williams Trust

The Directors Inner Circle

(\$25,000 to \$49,999)
Janet M. Aylward Estate*
Harriet R. Cherin Estate
Walter H. D. Killough Trust
Ruth Eleanor Lucas Estate
Norman Novack Estate
Forrest Teeson Estate

The Presidents Inner Circle

(\$10,000 to \$24,999)
Janet S. Brickey Estate
Gloria Hibbard
Nina McCleery Hunt Trust
W.C. & Ruth Stone Trust
Marie Belew Wheatley
Irene H. Wiemers Estate*
Thomas L. Williams Trust

The Advocates Circle

(\$5,000 to \$9,999)
Anschutz Family Foundation
Alan Dworkin
Cara Helen Firth Trust
Nancy Fogg
Martha Grimes
M.C. Lloyd & Ellen Deberuff Trust
Sharon Malca
Miriam E. Stisser Estate*

The Directors Circle

(\$2,500 to \$4,999)
Michael D. Bodziner
George C. Casey
Deborah Duhon
Jacqueline Greene
Kenneth E. Kemper Estate*
Carl E. Kern Estate
Martha Lockhart Mason Trust
Katharine Johnson Rayner
Mary Sledge

The Presidents Circle

(\$1,000 to \$2,499)
Tanya Abrams
Jamey Aebersold
Jeannine Assad
Merritt Atwood
Thomas L. Birch
Mr. and Mrs. Glenn M. Blair
Dianne Bowman
Mr. and Mrs. Henri L. Bromberg, III
Maureen Brosnan
Eric Bruner & Catharine Sweeney
Karen Clendenin
Mr. and Mrs. Bradford P. Frisselle
Jaye P. Gould
Terri White Gregory
Vivien B. Groody Trust

Robert Charles Hancock Estate
Gretchen B. Harper Trust
Kathryn S. Head
Terry S. Hewitt
Elizabeth Quincy Huntington Trust
Jeanie Kilgour
Constance Kindle
Susan M. Kornfield
Patricia A. Locke
Paul Anthony Loesche Estate
Caroline F. Maddox
Robin G. Micheli
Mr. and Mrs. Christopher R. Morley
Judi S. Newman
Margaret E. Otto
Doreen F. Polster
Mr. and Mrs. Eric S. Reisenbigler
Debrah Schnackenberg
Dr. and Mrs. Richard Siegenfeld
Olive F. Stengel Trust
Diane Welsh
Mr. and Mrs. Dan S. Whittemore
Carla Zilka
Tanya Zito

* Partial distribution of estate

Great Impulses and Generous Philanthropy

Janet Swanson was not looking for another dog when she visited the kennel where she always had her dog groomed. If she had been seeking a second canine companion, she would have been at the local animal shelter.

But when the kennel workers enthusiastically said, “Oh, you have to see this!” and brought out a Shiba Inu puppy, Janet was smitten. The dog became Tuyen, which is Vietnamese for “angel.”

“It was what everyone in the animal world knows is the absolute worst way to get a dog — on impulse,” she said. “But it was an impulse I thought about for a couple of days.”

When Janet contacted the breeder, she had another impulse: to give half of the breeder’s fee to the local animal shelter as a gift. The breeder agreed.

The other dog in the John and Janet Swanson family is a large greyhound, retired from racing. Tall and regal, he is gentle and affectionate. He is named Takoda, a Lakota name that means “friend to everyone.”

Janet is also fond of her three birds: Bingo, a double yellow-headed Amazon parrot who had an abusive first owner in her first home; Cheyenne, a green wing macaw; and Toby, an African gray parrot.

Three cats round out the animals in the Swanson home. They are Sinta the calico, Camper the gray tabby and a new kitten named Ezra. Sinta is the Algonquin word for “cat.” Camper was feral, living in a campground off an interstate highway in Virginia before being adopted by the Swansons. Janet had been asked to foster Camper, but ended up keeping him. Ezra (named for Ezra Cornell) was a feral kitten who showed up at the home of the Swansons’ pet sitter. Despite the couple’s generous and affectionate relationship with many animal welfare groups, Janet does not volunteer at any of them. “It’s too dangerous — I’d be constantly adopting more pets,” she explained.

The Swansons give in many other ways. They are among the most generous lifetime donors to American Humane, and they also frequently donate to their local shelters and other animal



Janet and John Swanson in their Florida home with Bingo and Takoda.

welfare organizations. Janet’s primary interest is in animal welfare; she began supporting local animal organizations after adopting two kittens in the 1970s.

John’s interests are in higher education. The couple is closely involved with three universities. John provides volunteer leadership as a trustee of two of them. One of the gifts the Swansons made was the largest ever to the Cornell University College of Veterinary Medicine. The gift went toward endowing programs in wildlife conservation and providing medicine and equipment for the teaching hospital.

Since 1991, the Swansons have made 32 gifts to American Humane, amounting to nearly \$65,000, the largest of which was to support animal emergency response to Hurricane Katrina.

“I think the best thing that came out of Katrina was that the government woke up,” Janet said, adding, “You can’t tell people to get in the boat without taking their pets when they evacuate.”

As for their own disaster preparedness, the Swansons purposely chose to live well inland in Florida. In addition, they have added safe rooms and installed acrylic block windows in their home.

The Swansons have made equally careful preparations when it comes to their humane philanthropy, establishing a charitable trust when John’s business, ANSYS, Inc., was sold. He continues to consult for the company, which is a simulation software firm that helps innovative engineers around the world develop and test future products.

And they encourage others to give. “For Christmas and Hanukkah or birthdays, we tell our family to make a gift to a worthy organization instead of to us,” the couple explained.

Summarizing their giving philosophy, John said, “You can’t take it with you. Enjoy it while you have it. Charitable giving feels good — it’s a happy thing. It’s so much better than keeping up with the neighbors.”

The Challenge ... [Continued from Page 1]

In other words, our capacity to respond is totally dependent on our ability to be prepared, but the support necessary for that crucial planning, training and equipping is much harder to obtain. In fundraising circles, we often hear people say, “What you need is a good disaster.” Well, there’s no such thing.

Instead, what is needed is a solid and stable source of support that is free of the fluctuations inherent in disaster fundraising — funds committed to preparation. Consider this summer’s Olympics. The announcers repeatedly pointed out the four, eight or 12 years of preparation that preceded just two weeks of competition. The same kind of preparation is necessary for every fireman or animal rescue professional. You always need to keep air in the tires and fuel in the tank, replace your hoses and hone your search-and-rescue skills.

Part of American Humane’s Animal Emergency Services mission is to help communities prepare for disasters before they strike, as well as during and after the worst has happened. That’s why we provide emergency services education that supports local communities by developing knowledge, expertise and skills in disaster preparedness through both classroom and hands-on training.

In addition, we provide both basic and advanced technical training for the volunteers from around the country who become members of our Red Star emergency response team. This training allows our national response volunteers to gain the expertise that qualifies them for both basic response duties as well as for complex disaster situations that require more sophisticated technical skills such as floodwater rescue, earthquake rescue and wildfire rescue.

This year, our curricula will expand to introduce four new courses ranging from disaster preparedness planning for local animal shelters, to specialized training for county animal rescue teams that will allow local animal rescue teams to enhance their skill sets. The cost? More than \$350,000.



Among the capabilities that make American Humane’s “Big Rig” the most state-of-the-art animal emergency response vehicle is the veterinary surgical suite, used for rapid evaluation of a rescued animal’s condition, and emergency surgery when needed.

Train and prepare. Be ready. These are the most important parts of emergency response, but they don’t make the evening news. Hopefully, they will make it onto your list of humane philanthropy priorities.

Dr. Bill Torgerson, DVM
Vice President of Animal Protection Services

Debrah Schnackenberg
Director of Animal Emergency Services

Welcome to Humane Philanthropy

Welcome to *Humane Philanthropy*. This publication celebrates those who contribute to American Humane. It also informs readers of giving techniques, philanthropic issues and humane philanthropy opportunities.

Humane philanthropists are those who support our vision of a society in which no child or animal suffers from abuse or neglect.

Humane Philanthropy is circulated without charge to American Humane donors who are members of various donor recognition levels. If you would rather access this publication via our website, please inform us by calling (866) 242-1877. You can view an electronic version at www.americanhumane.org.

Humane Philanthropy

Volume 1, Number 2
Fall 2008

Humane Philanthropy is published quarterly for donors and supporters of American Humane.

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Loss Brings New Friend to Donor

A year and a half ago, Michael Bodziner and his partner lost their Kerry blue terrier, Taylor, to kidney failure. "It was so empty without him around," Bodziner said. "We decided that we would replace him with a female, but never found the right one. We really were a family of three and losing Taylor just upset the apple cart. The house seemed so empty."

About the same time, Bodziner had been watching the Westminster Kennel Club Dog Show on television and saw the PEDIGREE® Brand Food for Dogs advertisements about a matching gift challenge to American Humane. Viewers were encouraged to give online to American Humane, and PEDIGREE® would match up to \$250,000. Bodziner was one of the many generous donors who responded immediately, contributing to the total of more than \$1.3 million in gifts received online, which positively impacted suffering animals nationwide. The funding ultimately allowed American Humane to help suffering animals and assist shelters across the United States.

Upon hearing how American Humane had used the money, Bodziner sent a similar gift at the end of 2007. He has since become a member of the American Humane Directors Circle recognition level, joining a family of major donors who have demonstrated great concern and compassion in supporting American Humane's efforts.

Bodziner is a principal and design director for the retail design practice at Gensler, an international architecture and design company with 3,200 employees in 32 offices. He describes his job as bringing leadership and passion to his team of 30 retail designers. There are 90 in the group overall, and he is one of several leaders. About 40 percent of Gensler's business in its San Francisco office is in retail design and architecture, from providing concept designs to getting stores ready to open their doors. Bodziner joined the company after completing graduate school at California College of the Arts. He interned there and was hired immediately — 23 years ago.

His team works mostly with well-known companies. They designed retail interiors for GAP, Apple and Banana Republic, as well as dozens of other name-brand retailers. Gensler focuses on the power of design as a tool to enhance its clients' enterprises and on cultivating long-term relationships. Over 85



Michael Bodziner and Hudson. (Photo by Gary McNatton)

percent of the firm's business is composed of repeat clients.

As a supervisor, he takes founder Art Gensler's advice: "Hire people smarter than you are." He looks for designers who have great ideas and technical capacity — each with an area of expertise — and then helps them trust each other.

One day he and Gary, his partner of 18 years, were riding bikes in Marin County, and saw "a gorgeous dog" with its owner. They struck up a conversation and found that it was an Australian Labradoodle. They were impressed with its startling looks and gentle personality. "They have such human personalities," Bodziner noted.

Not long afterwards, they researched and then visited a breeder in Southern California with an excellent reputation for humane treatment of his animals. The breeder was deemed reputable, and they soon learned he was very hands-on with new owners and careful about whom he allows to adopt his pups.

A new litter was on the way, and after returning to the Bay Area, they could not get the puppies out of their minds. Before long, they had adopted a male pup and named him Hudson.

Australian Labradoodles are not one-generation crosses between Labradors and poodles, but instead result from a multi-generational breeding program that involves both breeds and their crosses. The breed was developed in Australia — thus, the official name.

Bodziner gives to several local humane organizations in the Bay Area, and he was surprised that organizations other than American Humane had never reached out to him personally. In preparation for his interview with American Humane, he said he studied up on the organization, spending a great deal of time researching American Humane programs. One of the new things he learned was that American Humane is the only organization committed to preventing abuse and neglect of both animals and children.

Bodziner's family is complete again, with Hudson the Labradoodle as the most recent member. Taylor is still a fond memory, but the joy of having a sensitive and responsive animal in the home has returned.