



A VOTE OF CONFIDENCE:

Increase Your Share of Donor Dollars with Workplace Giving

May 13, 2016 | The Pew Charitable Trusts' Conference Center | Washington, D.C.

SPEAKERS

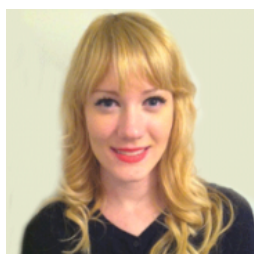


Dr. Mark Bergel

Founder and Executive Director, A Wider Circle

Dr. Mark Bergel is the Founder and Executive Director of America's Charities member A Wider Circle, a nonprofit organization founded in 2001. The mission of A Wider Circle is simple: to end poverty for one individual and one family after another. Dr. Bergel will share how, with no seed money but a strong conviction that we could do better for those living in poverty, he founded A Wider Circle and quickly grew it to serve more than 170,000 children and adults, with more than 15,000 volunteers coming to A Wider Circle each year to support the effort. Dr. Bergel has led the organization's growth from its early years operating out of his living room to its current 38,000 square-foot facility and its status as a primary source of support for more than 20,000 individuals per year and hundreds of government, social service and nonprofit agencies in the greater Washington, DC region.

Find him on Twitter [@markbergel](#)



Emily Bernhards

Project Manager, America's Charities

Emily Bernhards leads a team to ensure timely membership renewal and completion of public sector campaign applications for member charities and works with members of the Client Engagement Solutions staff to engage in the ongoing development of services and solutions provided to nonprofit and other clients.



Jeff Brown

Outreach and Engagement Manager, America's Charities

Jeff Brown has devoted his career to the not-for-profit field with outstanding communication and marketing skills, and more than 22 years of demonstrated success in marketing communication tools that promote organizational branding and creative strategy.



Jeff Moore

VP of Strategy and Interim Co-CEO, Independent Sector

Jeff Moore currently serves as interim co-CEO and vice president, strategy, supporting the organization's critical strategic visioning efforts as it guides the sector to meet the future needs of democratic society. He is a senior leader with broad experience in the nonprofit field, government, and industry. He most recently served in an executive role in the health-systems research field.



Jim Starr

COO and Chief Development Officer, America's Charities

As an accomplished leader with over 25 years of experience and a proven track record in the nonprofit and healthcare sectors, Jim has served in national and field executive leadership roles with multi-million dollar revenue and expense targets. He has led efforts to bring corporations and nonprofits together in meaning and impactful ways. He also brings a wealth of experience in strategic planning, business development, and partnerships.



Keith Willingham

Director of the Combined Federal Campaign, U.S. Office of Personnel Management

Keith Willingham serves as the Director of the Combined Federal Campaign (CFC) at the U.S. Office of Personnel Management. The CFC is the world's largest and most successfully organized annual workplace giving campaigns for millions of Federal, Postal military personnel. Each year employees voluntarily donate hundreds of millions of dollars to non-profit organizations who depend on these funds to help millions of people in need. As the Director, Mr. Willingham develops policies, strategies and provides oversight over a program that has grown to include nearly 25,000 charities world-wide. Since its inception, the program has helped raise almost \$7 billion dollars.



Lindsay J.K. Nichols

VP of Marketing and Communications, America's Charities

Lindsay is Vice President of Marketing and Communications at America's Charities, the leader in workplace giving and philanthropy. She is a seasoned communications strategist whose work has spanned the nonprofit, corporate, legal, healthcare, consumer, and government sectors for more than 15 years. For the length of her career, Lindsay has focused on dynamic and sustainable communications, social/traditional media, grassroots and crisis communications, and branding strategies that have ultimately helped impact public policy, change people's behavior, and live healthier, more equitable lives. In 2015 Lindsay brought her social sector experience and passion for driving positive change to America's Charities. A member of the organization's senior leadership team, Lindsay guides and oversees the strategy and execution of all marketing and communications efforts with a major emphasis on strategy and tactics that support increased growth for the organization.

Find her on Twitter [@lindsaynichols](#)



Marcia Bullard

Board Chair, America's Charities

Marcia Bullard is a media executive based in Washington, DC. She is the retired President & CEO of the national magazine, USA WEEKEND, with a readership of 50 million. She was a founding editor of USA TODAY and has 36 years experience as a CEO, publisher, editor and reporter in national and local media.

Find her on Twitter [@MarciaBullard](#)



Rama Latin

Charitable Campaigns Administrator, Department of the Navy

Rama Latin assumed the duties as the Department of the Navy (DON) Charitable Campaigns Administrator in 2007. Her responsibilities include policy and program oversight, planning, staffing, training, and coordinating for DON charitable campaign that contributes to over 4500 charities in the National Capitol Area. She annually serves as the DON direct representative and manager for the Combined Federal Campaign (CFC), Navy-Marine Corps Relief Society Fund Drive, and Feds Feed Families food drive. Under her tenure the DON has reached the rank of 12th largest contributing organization among 184 CFC participants with over 20 million dollars in donations. Ms. Latin was recently recognized as the 2013 Department of Defense Campaign Manager of the Year.



Robyn Neal

VP of Client Engagement Solutions, America's Charities

Robyn Neal joined America's Charities in 2001 and became Vice President of Client Engagement Solutions in 2015. Prior to joining America's Charities, Robyn was engaged in the practice of law. Robyn oversees the Client Engagement Solutions team, which is responsible for managing all client and member charity relationships. The Client Engagement Solutions team provides consultative services and counsel to maximize campaign efforts and results, including facilitating the client onboarding, renewal and application process and supporting campaign events and promotions.



Roseanne Wark

Outreach Manager, America's Charities

Roseanne joined America's Charities in 2000 as a Campaign Coordinator with the Member and Campaign Services department. In 2002, she began working with corporate clients as part of the Business and Campaign Development team. She helped Development Directors maintain their private sector giving campaigns across the United States while working locally in Washington, D.C. to grow business. She was promoted to Campaign Development Director in 2007 and continued to represent America's Charities and its member charities' interests regarding employer workplace giving by maintaining and growing existing managed campaign accounts. Today, Roseanne serves on the Client Engagement Solutions team as an Outreach Manager.



Sampriti Ganguli

CEO, Arabella Advisors

Sampriti Ganguli is Arabella Advisors' chief executive officer. She oversees all aspects of the firm's performance, including revenue, operations, strategic growth, marketing, and client services. Sampriti drives and executes Arabella's business strategy, sets operational priorities, and manages senior staff. She is also responsible for enhancing systems and policies that enable Arabella to deliver on its mission—to help foundations, philanthropists, and investors who are serious about impact achieve the greatest good with their resources.

Find her on Twitter [@gangulis](#)



Sarah Ford

Marketing Manager, America's Charities

Responsible for the development and implementation of America's Charities content, programs, and services, Sarah helps execute workplace giving campaigns and annual events that raise sustainable funds for nonprofits, and nurture corporate client, member charity, and partner relationships.

Find her on Twitter [@Philopportunity](#)



Steve Delfin

President and CEO, America's Charities

President and Chief Executive Officer Steve Delfin was a long-time volunteer member of the America's Charities board. He was serving as Chairman when he was recruited to take over the organization's professional leadership in January 2010. Steve came to the organization after serving as Executive Director of the National Credit Union Foundation (NCUF), where he was responsible for providing leadership and strategy for America's credit unions and their related foundations, philanthropic, and social responsibility initiatives.

Find him on Twitter [@SteveDelfin](#)