Charismatic. Warm. Engaging. All have been used to describe how Margaret May Damen, who will serve as keynote speaker and facilitator at the April 2012 ISU Foundation Women and Philanthropy Workshop, relates to her audiences. In her presentations, Damen shares a refreshing yet practical vision of how to live and leave a legacy to those who want to make a difference in the world.

Damen, who co-authored the recent book “Women, Wealth and Giving: The Virtuous Legacy of the Boom Generation,” has been a leading voice in women’s financial and philanthropic issues since 1990. Her workshops continue to inspire and empower women and men to identify and embrace their psychological and emotional essence to enable them to excel in meaningful individual and family philanthropic giving.

Damen speaks from experience. Her 35-year career has spanned education, finance and philanthropy. She has worked as a fundraiser at Boston University and later as a financial advisor with American Express. Audiences around the country find.

Effective and strategic giving comes when a person connects the causes they support to the values they believe are important in their life. Many times these are values that were first instilled in our early childhood years. In fact, who you are now is a reflection of where and what you did your first 21 years of life. Think about your childhood days. Who were the heroes and heroines that made a difference in your life? What stories influenced your world view? What experiences did you have that were joyful, sad, inspiring or frightening? Did you care for a special pet? Were you passionate about watching ballet dancers or playing the piano? Did you love to run through the falling leaves and plant a special flower? All those experiences created the values you now consider important in your life — harmony, balance, saving the environment, animal rights, quality education, justice, equality, and compassion, to name just a few. When you clearly connect your values with how you commit your time, talent and treasure, you become a voluntary philanthropist because you choose where to direct your energy, and your energy becomes strategic to who you are and what you want to support. Your giving has purpose and your gifts, no matter how large or small, are purposeful to your passion and your values. Your values validate your valuables. You evolve from a transaction giver (involuntary philanthropist) to a transformational giver (voluntary philanthropist) and there is greater joy and satisfaction in your life from the gifts you give and the gifts you receive from giving. I call this the empowerment cycle for living a purposeful life.

MARGARET MAY DAMEN Q&A

Q. With so many requests to give time, talent, and treasure, what are your suggestions on how to narrow my focus on the most “effective” giving?

A. Effective and strategic giving comes when a person connects the causes they support to the values they believe are important in their life. Many times these are values that were first instilled in our early childhood years. In fact, who you are now is a reflection of where and what you did your first 21 years of life. Think about your childhood days. Who were the heroes and heroines that made a difference in your life? What stories influenced your world view? What experiences did you have that were joyful, sad, inspiring or frightening? Did you care for a special pet? Were you passionate about watching ballet dancers or playing the piano? Did you love to run through the falling leaves and plant a special flower? All those experiences created the values you now consider important in your life — harmony, balance, saving the environment, animal rights, quality education, justice, equality, and compassion, to name just a few. When you clearly connect your values with how you commit your time, talent and treasure, you become a voluntary philanthropist because you choose where to direct your energy, and your energy becomes strategic to who you are and what you want to support. Your giving has purpose and your gifts, no matter how large or small, are purposeful to your passion and your values. Your values validate your valuables. You evolve from a transaction giver (involuntary philanthropist) to a transformational giver (voluntary philanthropist) and there is greater joy and satisfaction in your life from the gifts you give and the gifts you receive from giving. I call this the empowerment cycle for living a purposeful life.

Please visit www.foundation.iastate.edu/resources_women_workshop for more Q & A with Margaret May Damen.
THE POWER, PASSION & PURPOSE OF RUSS AND LORA TALBOT’S GIVING

While the content of the annual ISU Foundation Women and Philanthropy Workshop is geared towards providing women with some of the tools they need to increase their financial and philanthropic knowledge base, there is no question that the information shared at this annual event can be impactful for both women AND men. Just ask Lora and Russ Talbot! Both of the Talbots are faithful attendees of the workshop and report that what they have learned, both from the experts invited to speak and the shared experiences of other attendees, has benefited their own decision-making when it comes to their philanthropic goals. The Talbots feel that the annual workshop acts as a catalyst for them to re-evaluate their financial and estate planning, and serves as an impetus to take an inventory of their values and giving history. “Even when we hear information that isn’t necessarily new, we find value in the fact that the information reinforces our understanding of particular points and substantiates decisions we’ve made in the past, or it causes us to rethink certain actions we have considered taking,” Russ said.

Lora has been a member of the Women and Philanthropy Committee, a group of volunteers who plan the annual workshop. Because of her involvement with the committee, she has a vested interest in what attendees are able to take away and implement in their own lives. Lora said, “The information presented and the interaction and networking that occur at the workshop encourage women to become more engaged in personal financial matters and focused giving. I hope that the women who attend the workshop also involve family members in the giving and receiving discussion.” She believes the ultimate goal for women is to experience and embrace a sense of self-empowerment and to achieve a comfort level that allows them to gain greater control of their own financial futures.

Russ’ experience in attending the workshop is somewhat unique. While every year a few more men attend the event, the clear emphasis of the program is on women and topics specific to their philanthropy. Each year he is reminded that the statistics are not in his favor for being the surviving spouse, so it is important for Lora and him to address the need to emphasize collaborative efforts and working in partnership to achieve their long-term goals and aspirations for their philanthropy. “At the same time,” Russ said, “I realize I am never too old to learn new things.” To Russ, the workshop provides an opportunity to refresh and update important topics in many areas, including breakout sessions that offer a wide array of subjects involving financial health and philanthropy.

The Talbots are drawn to the workshop because it presents a welcoming environment and a sense of community for women from all walks of life and all age groups. It provides the opportunity to gather information and share ideas with others. It has something of interest and value for everyone and offers an atmosphere that is clearly supportive of women. Lora said, “Every year we leave the workshop re-energized and inspired to become more involved with philanthropic action at all levels.”

Members of the Women and Philanthropy Committee who attended the most recent committee meeting include (left to right): Becky Kresowik, Cynthia Jeffrey, Colleen Armstrong, Dee Reinhart Vandeventer, Lora Talbot
We are gearing up for another wonderful year of Women and Philanthropy at the Iowa State University Foundation. You’ll be excited about the upcoming workshop based on the 12-year tradition of offering speakers who share their expertise and their personal experiences. You’ll find the upcoming workshop a bit different from years past. Margaret May Damen, an expert in women’s wealth and philanthropy whose bio you can find on the front page, will be joining us for the day.

Rather than engaging a number of local experts in financial and philanthropic planning, Margaret will lead us in small group sessions to give us an opportunity to really think from both our hearts and heads about how we want to make a difference with the Power, Passion and Purpose of our philanthropy. Please plan on joining us on April 18, 2012 at the Gateway Hotel and Conference Center in Ames for what will prove to be a very powerful and informative day.

I also would like to take a moment in this issue to thank four Women and Philanthropy Committee members who fulfilled their terms following many years of outstanding service. Thank you so much to Peggy Johnson, Rhonda Christensen, Karol Nickell and Michele Whitty (who also served as chair of the committee from 2008-2009), for your insights, wonderful planning skills, and long-time support of the Women and Philanthropy program.

I want to also express a special thank you to Sharon Juon, who not only served on the Women and Philanthropy committee since its inception but also represented us on the Campaign Iowa State: With Pride and Purpose National Campaign Committee. With the (very!) successful completion of Campaign Iowa State, Sharon’s service to the committee has also come to an end.

Thanks again to all of these wonderful women. And thanks to you for all you do to keep Iowa State growing and going. I hope to see you all in April!

Dee Reinhart Vandeventer ‘75
Chair, Women & Philanthropy Committee

THE TALBOTS’ IMPACT ON IOWA STATE

Lora and Russ Talbot began their relationship with Iowa State University by supporting the Companion Animal Fund and the Wildlife Care Clinic in the College of Veterinary Medicine. The Talbots, neither of whom are graduates of Iowa State, have been longtime and very generous donors to the college, including establishing the Russell G. and Lora L. Talbot Scholars in Veterinary Medicine and supporting the Dr. W. Eugene and Linda Lloyd Veterinary Medical Center. As their gifting to Iowa State has grown, so has their volunteer service. In addition to Lora’s commitment to the Women and Philanthropy committee, both Talbots are Iowa State University Foundation governors, and Lora was recently named to the ISU Alumni Association board of directors.
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SAVE THE DATE! 13TH ANNUAL WOMEN AND PHILANTHROPY WORKSHOP

April 18, 2012
Gateway Hotel and Conference Center | Ames, Iowa

Keynote Speaker: Margaret May Damen, author of “Women, Wealth and Giving: The Virtuous Legacy of the Boom Generation,” is the founder and CEO of The Institute for Women and Wealth.

www.margaret-may.com

Your invitation and registration form will be mailed in March. Bring a friend and enjoy the day learning together. For more information about this workshop, or to add someone to the invitation list, call 515-294-4607 or e-mail WP@foundation.iastate.edu. You can also visit our website at www.foundation.iastate.edu/wp.

Hosted by the Iowa State University
Women and Philanthropy Committee