



New Mexico Association of Grantmakers

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Celebrating 20 years of philanthropy in New Mexico | 1991-2011

The NMAG Journal

*A newsletter for the members of the
New Mexico Association of Grantmakers*

Spring 2011

Volume IX, No. 1

Upcoming Events

Join us on June 1 when we host Mark Sedway, Director of the Philanthropy Awareness Initiative

Want to improve your communications and outreach? Eager to see philanthropy break its culture of silence, reach beyond the usual suspects and expand awareness of our work? Join us for an interactive session in which you'll hear key research findings from the Philanthropy Awareness Initiative, discuss best practices for "going outside," and think about new strategies for your own work.

June 1, 11:30 - 1:30 pm
\$35 includes lunch
Hotel Santa Fe
To reserve your space email:
scantor@nmag.org

Welcome New NMAG

Executive Director's Report

Change Philanthropy: Candid Stories of Foundations Maximizing Results Through Social Justice, by Alicia Epstein Korten, (Chardon Press) is a powerful and engaging book.

I have been hesitant to write about this volume because yours truly is featured in the section on the Charles Stewart Mott Foundation. But given this book's recent Axiom Business Book Gold Medal award, it seems safe to say, my endorsement pales in comparison to this national recognition.

As its forward states, this is truly a book to answer the "growing hunger and passion among donors and foundation staff for effective, long-term strategies to address critical social problems...".

The author presents a comprehensive range of approaches dealing with housing/homelessness, immigration, equalizing grantmaker-grantee relations, community based economic development, effective disaster recovery, race, social policy change, and more. And in each case study, Ms. Korten presents first hand accounts of the struggles and debates foundation presidents, program officers and trustees went through to arrive at innovative social justice approaches in their program areas. .

Change Philanthropy is like a map or guidebook to both change and a more strategic philanthropy. Being at NMAG leads me to

Members

Please join us in welcoming two new members to NMAG:

- The Enchanted Life Foundation (ELF), Elizabeth Grinnell, Executive Director
- Health Care Services Corporation, Lydia Ashanin, Director of Corporate Community Involvement

National Philanthropy Day NOMINATIONS OPEN FOR THE 2011 AWARDS BANQUET

National Philanthropy Day® is the special day set aside to recognize and pay tribute to the great contributions that philanthropy and those people active in the philanthropic community have made to our lives, our communities and our world. This year the Association of Fundraising Professionals, New Mexico chapter will be celebrating the achievements of philanthropists from throughout New Mexico on Friday, November 18, 2011 at the Embassy Suites Hotel in Albuquerque.

We're counting on you to help make this celebration a success by identifying and nominating those who exemplify the spirit of philanthropy!

- [NPD 2011 Fact Sheet](#)
- [NPD Nomination Guidelines](#)
- [NPD 2011 Nomination Form](#)

SAVE THE DATE

NMAG 2011 Conference

*Strengthening Our
Nonprofit Sector
for a Better New Mexico*

look forward to the day, when more of New Mexico's philanthropic innovations receive national recognition. However, until then, feast on these ten stories of foundations on the road to innovative social change. You won't be disappointed. In all modesty, I highly recommend it.

Ron White

Guest Column Enchanted Life Foundation - ELF

ELF is probably one of the youngest members of NMAG. That makes me anything but an expert but Ron asked me to share some of ELF's story. Maybe he thought our fresh approaches were worth sharing.

ELF is a family foundation. Our founder, who doesn't like publicity, has lived in Las Cruces for almost 30 years and loves southern New Mexico. In 2006, she was entrusted with an inheritance from her step-father-in-law, who knew she would "do something good with the money". So in 2007, as a family, she and her four children, entered the world of philanthropy and currently distribute \$50,000 in grants each year.

With every grant decision Elf poses one simple question: "How do we get the most bang for our buck? " For us, it isn't just the money. It is helping an individual or community see the possibilities of life. So, we believe in collaborative grant making. We aren't interested in re-creating what others do well and we don't believe in wasting the applicant's or our time. For these reasons, we meet with potential applicants and, if they qualify, guide them in preparing the grant application.

What guides ELF's funding? We look for areas where a few dollars can make a big difference. For instance, ELF noticed there were students who received college scholarships but couldn't afford the cost of travel home for vacations, family occasions or to attend Ceremonies. Sometimes, this lack of funds limited students' choice of schools. ELF partnered with an organization that provides transportation scholarships and business mentoring to young adults to provide special scholarships to students just for travel. We, like our partners, focus on students who are first in their family to attend college or simply need travel funds.

We don't do "brick and mortar" projects. However, there are always exceptions when we see a small investment might pay big dividends. We partnered with the Roman Catholic Diocese of Las Cruces to replace a church's 1970 era heating and cooling system, helping the environment and saving parish resources. And we partnered with a domestic violence shelter that needed office furniture. A grant for furniture resulted in a place of comfort and dignity for victims of domestic violence. In summary, at ELF, we aren't interested in re-creating what others do well, but believe in collaborative grant making. At Enchanted Life Foundation, we consider what we do a blessing and sacred trust. Our founder is fond of saying, "I can't change the world, but I can change my corner."

Elizabeth Grinnell
Executive Director, Enchanted Life Foundation

Job Opportunities

Nov. 9 - 10, 2011, Hyatt
 Tamaya Resort & Spa

⋮

We count on you to keep us informed of any news regarding your organization.

Letters to the Editor are welcome and encouraged.

Send to rwhite@nmag.org

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Program Officer, Communities for Public Education Reform (CPER), Public Interest Projects

<http://www.publicinterestprojects.org/about-pip/staff/opportunities-at-pip/>

Program Officer, Open Society Foundations / U.S. Programs

www.soros.org/usprograms/democracy

Program Officer for Strong Local Economies, Surdna Foundation

<http://www.surdna.org/component/content/article/342.html>

Santa Fe International Folk Art Market is seeking a Director of Finance

www.folkartmarket.org

