THE NPT POWER AND INFLUENCE

TOP 50

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Just in case you haven’t noticed, it’s an election year. While the Bush vs. Kerry fight is the main event, the undercard of the bout contains so many advocacy fights that a bright light is shining on the nonprofit sector. Members of Congress are demanding accountability from tax-exempt organizations and asking tough questions about finances. Sarbanes/Oxley rules are seeping into how nonprofits operate. Change is in the works—like it or not.

Advocacy groups—even those that go dormant in non-election years—are going to leave their imprint on the sector through the way they communicate with potential donors and voters.

Meanwhile, the leadership at rank and file charities—you know, the groups that actually do the hard work—are fighting to adapt to an economy that doesn’t know if it’s boom or bust and an unprecedented need for services.

These are those people—the 2004 NPT Power and Influence Top 50. The Power and Influence Top 50 was selected by a combination of NPT staff and a few hand-picked members of the nonprofit community, who narrowed a field of more than 200 nominees.

The panelists were not permitted to be part of the list, although several very well could have been included in the selection process. The Nonprofit Times editor-in-chief held veto power over finalists, which was not exercised this year.

So, here they are—the 2004 NPT Power & Influence Top 50.
Joan Blades  
Co-founder  
MoveOn.org  
Virtually, Anywhere, USA

MoveOn.org has changed the way charities and advocates make a point with impact online. They define cutting edge electronic advocacy.

Jerr Boschee  
Founder & Executive Director  
The Institute for Social Entrepreneurs  
Eden Prairie, Minn.

It can be argued that most nonprofits managers are social entrepreneurs when it comes to service. This guy teaches taking it to the next level and marrying mission with money. Innovation is nice. Entrepreneurship brings in cash.

Wes Boyd  
Co-founder  
MoveOn.org  
Virtually, Anywhere, USA

Everyone talks about and uses the Internet, but MoveOn.org has shown the full power of the World Wide Web and its ability to mobilize like-minds. MoveOn.org has exploded onto the advocacy scene from virtual offices on both coasts.

Ami Dar  
Founder & Executive Director  
Action Without Borders  
New York, N.Y.

Action Without Borders and its idealist.org have become two of the richest access points for nonprofit, advocacy and volunteering resources on the Web, with information provided on thousands of groups in more than 100 countries and thousands of users every day.

Paul Brest  
President  
William and Flora Hewlett Foundation  
Menlo Park, Calif.

He is leading the debate that the real issue is not general operating revenue grants versus project support, but how to accommodate the legitimate interests of both funder and donor.

Emmett D. Carson  
President & CEO  
The Minneapolis Foundation  
Minneapolis, Minn.

Although he last year took himself out of the race to head Independent Sector, Carson remains a force for developing collaborative relationships with all sectors and segments of the community, as well as with other organizations nationwide.

Hodding Carter III  
President & CEO  
John S. and James L. Knight Foundation  
Miami, Fla.

Carter is putting the foundation’s money to use in so many ways. But, one of the most important efforts is teaching consumer reporters about the sector and how to accurately report about it.

Rick Cohen  
Executive Director  
National Committee For Responsive Philanthropy  
Washington, D.C.

Cohen takes no prisoners when it comes to looking at public policy and it’s clear through the research and writing at NCRP that style has been infused into the important reports the organization puts out.

Charles W. Collier  
Senior Philanthropic Adviser  
Harvard University  
Cambridge, Mass.

His writing regarding what drives family philanthropy and why it’s important for successful family function is landmark. He is a deep and forward thinker as the sector prepares for the next intergenerational transfer of wealth. His book Wealth in Families is a must read.

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Carla Dearing  
President & CEO  
Community Foundations of America  
Louisville, Ky.

CFA is teaching community foundations how to compete successfully against the Fidelitys and Vanguard of the world to keep donor money working in communities.

Neal Denton  
Executive Director  
Alliance of Nonprofit Mailers  
Washington, D.C.

Even the for-profit mailers who hate him (and they are legion) have grudging respect for how he has been able to protect nonprofits from being gouged by the post office and some unscrupulous for-profit mailers.

Rev. Dr. Robert W. Edgar  
General Secretary  
National Council of Churches USA  
New York, N.Y.

CoC is back as a major political player on a range of issues, even more so in this time of war and terror. He is eloquent, thoughtful and very persuasive in bringing groups to consensus and action.

Sara L. Engelhardt  
President  
The Foundation Center  
New York, N.Y.

Finding grants gets tougher every day. There are a lot of sources of information. But, Engelhardt keeps the organization evolving through smart use of technology and human knowledge to stay well ahead of the pack.

Bill Gates  
Chairman & Chief Software Architect  
Microsoft Corporation  
Redmond, Wash.

His goal is wiping out viruses, electronic and bacterial. Gates uses the foundation to work through community groups to help bridge the technology gaps in communities and to rid areas of the world of treatable diseases.
Masaoka likes to poke fun at the Washington, D.C.-based advocacy groups, claiming that the west coast is forgotten. Well, that can’t be the case since she is at every power-broker gathering on both coasts pitching capacity building.

William McGinly
President & CEO
Association for Healthcare Philanthropy
Falls Church, Va.

It’s amazing how much advocacy and support work is done by so few people. McGinly is positioning the organization for growth, particularly in the long term care field.

Morial had big shoes to fill after Hugh B. Price retired. His background as a big city mayor and change agent is helping him and the NUL to forge new partnerships for helping business and their communities.

John H. Graham IV
President & CEO
American Society of Association Executives
Washington, D.C.

It’s been a little more than a year since he took the helm of the troubled ASAE. While the organization is not fixed yet, it’s well on its way to being the force it should be for the nation’s associations.

Charles Grassley
U.S. Senator
Washington, D.C.

He’s calling Congressional hearings and turning up the heat on charitable accountability. Granted that right now it’s all smoke and mirrors, but it has donors asking questions.

Darell Hammond
Founder & Chief Executive of Play
KaBOOM!
Washington, D.C.

Through the KaBOOM! Playground Institute, community groups are being taught playground design, fundraising for community development projects and how to generate media support. Hammond and company teach meeting community needs, starting with the children.

Irv Katz
President
National Assembly of Health and Human Service Organizations
Washington, D.C.

Katz is a consensus builder and a leader. His board could be a power and influence listing. No major human service national policy initiative goes anywhere without his input.

Alice Korngold
President & CEO
Business Volunteers Unlimited
Cleveland, Ohio

Matching for-profit executives with nonprofits in their communities is not a new idea. It’s the training and the follow-up that makes the difference. It’s working in Cleveland and is now being implemented around the U.S.

William Lockyer
Attorney General
State of California

The left side of the set of bookends (Eliot Spitzer in New York being the other) is making nonprofits nuts with legislation that attempts to restrict advocacy work.

Paulette V. Maehara
President & CEO
Association of Fundraising Professionals
Alexandria, Va.

You know an organization is gaining ground when members have something to complain about. Often that means the status quo is being challenged. Maehara stood her ground when it came to the AFP PAC and she is right.

Jan Masaoka
Executive Director
CompassPoint Nonprofit Services
San Francisco, Calif.

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Marc H. Morial
President & CEO
National Urban League
New York, N.Y.

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William D. Novelli
CEO
AARP
Washington, D.C.

AARP remains the best at mobilizing a membership against or for a piece of legislation. With the population getting more gray every day, membership muscle continues to flex.
Shore continues to be a powerful sector leader. Not just by impart-

ing his extraordinary successes but also as an inspirational

mentor.

Dorothy S. Ridings
President & CEO
Council on Foundations
Washington, D.C.

It’s astounding that she’s kept her job, the way she tells members
what they need to hear, which generally doesn’t fit with what they
want to do. She’s a leader in accountability and in positioning
foundations to do even more.

Sterling Speirn
President
Peninsula Community Foundation
San Mateo, Calif.
The foundation is a model for innovative methods of donor devel-

opment and what a community foundation should be to donors
and, oh yeah, the community.

Lester M. Salomon
Director
Johns Hopkins Center for Civil Society Studies
Baltimore, Md.
Salomon is a leading expert on alternative tools of government
action and on the nonprofit sector in the United States and around
the world. He’s a pioneer in the complex public-private partner-
ships that public problem-solving increasingly involves.

Jon Pratt
Executive Director
Minnesota Council of Nonprofits
St. Paul, Minn.

This man might not get any sleep. The MCN is a model for what state
associations should provide for capacity building and technical support.
Pratt is also a player with so many umbrella groups that his ideas have
gone national.

John Seffrin
CEO
American Cancer Society
Atlanta, Ga.

Is there a national policy committee where he doesn’t take an active
role? Seffrin paved the political path for a change in leadership at
Independent Sector. In his spare time he runs the largest cancer
charity on the face of the earth.

Eliot Spitzer
Attorney General
State of New York
New York, N.Y.
He continues to push for Sarbanes/Oxley requirements for chari-
ties, including those not resident in New York but doing business
or fundraising in the state, giving him a national reach.

Paul G. Schervish
Director
Center on Wealth and Philanthropy/ Boston College
Chestnut Hill, Mass.

There is nobody better at studying the forms, trends, and motives
surrounding the meaning and practice of care and giving in this age
of affluence. Remember, it’s not about you. It’s about the donor.

Jill Schumann
President & CEO
Lutheran Services in America
Baltimore, Md.

When your cash flow is in the multi-billion dollar range, it allows
you the muscle in shaping the faith-based governmental funding
battle. She is also an imaginative social entrepreneur.

Theda Skocpol
Victor F. Thomas Professor, Harvard University
Cambridge, Mass.

She has people talking and thinking via her fascinating (and too
true) critique of nonprofits – Diminished Democracy. She argues
that growing professionalization of nonprofit management creates
a huge distance between nonprofits and their constituents.

Roxanne Spillett
President
Boys & Girls Clubs of America
Atlanta, Ga.

She should have her middle name legally changed to “partner” be-
cause of all of the successful deals she has made with government
and big business that resulted in more than doubling the number
of clubs, to more than 3,400, in less than a decade.

Eugene R. Tempel
Executive Director
Center on Philanthropy at Indiana University
Indianapolis, Ind.
Tempel has developed the CoP and Indianapolis into a second
nerve center, after Washington, D.C., for information, research and
in-depth soul searching in and about the charitable sector around
the world.

James Towey
Director
White House Office of Faith-based
And Community Initiatives
Washington, D.C.
The office is a political lightning rod for religious versus secular
groups. But, goodness oozes from this man, who was Mother
Theresa’s attorney. If someone is going to get this right, he will.

Dennis R. Young
Professor of Nonprofit Management
Mandel School of Applied Social Sciences
Cleveland, Ohio
As one of the founders of National Center on Nonprofit Enterprise
and its first CEO, Young is out front in educating charities regard-
ing running organizations in a profit-mode. He’s often ahead of
other academics when it comes to thinking about the sector’s

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