Woman of Achievement Luncheon

HONORING
Deborah Borda

MAY 5, 2023

12:00 p.m.
The Plaza Hotel
768 Fifth Ave, New York City
widny@widny.org | 212-265-7650
Deborah Borda has extended the artistic, commercial, and technological boundaries of what an orchestra can be through creative leadership, commitment to innovation, and progressive vision. Within three months of her return to the New York Philharmonic in 2017 she completed a $50 million launch fund, empowering a new vision for the Orchestra. She worked with NY Phil and Lincoln Center leadership to complete decades-long plans to completely transform David Geffen Hall — collaborating on both the oversight of the visual and acoustic elements and also on raising $550 million for the costs — allowing the NY Phil to deepen connections with the community and engage in vital global conversations.

Borda has held top posts at ensembles including the Los Angeles Philharmonic, where her business, education, and curatorial plan was credited with restoring the orchestra to robust artistic and financial health. With music director Gustavo Dudamel, whose appointment she spearheaded, she helped introduce YOLA (Youth Orchestra Los Angeles), free after-school instrumental instruction to children in underserved communities.

The first arts executive to join Harvard Kennedy School’s Center for Public Leadership, Borda has received Honorary Doctor of Music degrees from the New England Conservatory, Curtis Institute of Music, and Manhattan School of Music. She was elected to the American Academy of Arts & Sciences, chairs the Avery Fisher Artist Program, and has judged competitions including La Maestra International Competition for Women Conductors.
Laurie Dorf, Queens College, City University of New York
Jennifer Levine, International Fund for Animal Welfare

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FRIDAY | MAY 5, 2023 | 12:00 p.m. | The Plaza Hotel, 768 Fifth Ave, New York City
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widny@widny.org
Woman of Achievement

RISING STAR RECIPIENTS

Celine Patel
Chief External Officer
iMentor

Kathleen Burke
Associate Director of Development Operations
Brooklyn Academy of Music

MAY 5 2023

12:00 p.m.
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**Celine Patel** is the Chief External Officer at iMentor, an organization dedicated to building 1-1 mentoring relationships for first-generation students in support of economic mobility. As CXO, she oversees development and marketing/communication to meet iMentor’s $17.1M fundraising goal, recruit 2,000+ volunteer mentors, and elevate iMentor’s profile. Celine joined iMentor a decade ago and has held numerous positions in development. Prior to joining iMentor, Celine began her career in finance—at Merrill Lynch, Lehman Brothers, and Neuberger Berman. Celine is also deeply involved in the NYC community and has taught financial literacy classes and has been a mentor to four iMentor students. Celine earned her Bachelor of Science in Business Administration-Finance from the University of Florida, completed an Executive Certificate in Financial Planning at Fordham University, and participated in the Developing Leaders Program at Columbia University. She is currently pursuing an Executive Masters of Public Administration at NYU and will be graduating this May.

**Kathleen Burke** is a development professional in the New York Arts Sector with over six years of experience in fundraising, development operations, and special events. She has a deep admiration for the performing arts which were rooted in her career beginnings at Park Avenue Armory. At the Armory, she served as the owner and lead fundraiser for the General Membership program and Young Patrons group, the Avant-Garde, stewarding over 1,500 constituents annually. She also worked in tandem with Database manager to strategize more effective analysis tools for annual gift appeals and ensure proper recording of all donations, pledges and gift adjustments processed through the Armory’s CRM database, Tessitura.
Following her tenure at the Armory, Kathleen joined the Development team at Pioneer Works where she oversaw the Membership and Patron Programs, led the discovery phase of the Salesforce NPSP implementation project, assisted with Board Management, and project managed the 2021 Annual Fund Appeal which included storyboarding; developing strategy and financial goals; and drafting correspondence for the Executive Director and President.

While at Pioneer Works, Kathleen discovered her knack for developing and maintaining systems, which led her to her role as the Associate Director of Development Operations at Brooklyn Academy of Music (BAM). She is responsible for building and maintaining program and expense budgets, overseeing gift processing and acknowledgements, analyzing data trends and onboarding new Development Division staff on best practices through their CRM, Tessitura, and building renewal campaigns through their e-marketing platform, P2.

Kathleen received her Bachelor of Arts in Communication Disorders from SUNY New Paltz and has since completed courses toward her Fundraising Certification through NYU’s School of Professional Studies. Outside of work, Kathleen spends her time cooking, working out, and spending time with her dog, Leo. She currently volunteers at Women in Development (WID) on the membership committee and is the Co-Chair of the Young Professionals Taskforce, a group that seeks to raise issues of importance to Young Professionals, empower the next generation of fundraisers, and foster an environment of intergenerational exchange and future-facing conversation to spark new connections and ideas within the WID community.
Woman of Achievement Luncheon

Sponsorship and Ticket Opportunities

Email widny@widny.org for more information

Friday, May 5, 2023
## WoA Sponsorship Opportunities

### Sapphire $10,000
- One Premium Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Two page ad in the WoA printed program
- Recognition in the WoA printed program
- Ten Individual One-Year WID Memberships
- Two special recognition posts on WID Instagram and LinkedIn social media platform
- Two tickets to one WID Women Who Lead Luncheon throughout the 2023-2024 program year
- Two invitations to an exclusive WID President's event during 2023-2024 program year

### Topaz $5,000
- One Prime Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Half page ad in the WoA printed program
- Recognition in the WoA printed program
- Four Individual One-Year WID Memberships
- One special recognition post on WID Instagram and LinkedIn social media platform
- One ticket to one WID Women Who Lead Luncheon throughout the 2023-2024 program year

### Emerald $7,500
- One Prime Seating table for 10 guests at the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Full page ad in the WoA printed program
- Recognition in the WoA printed program
- Six Individual One-Year WID Memberships
- One special recognition post on WID Instagram and LinkedIn social media platform
- Two tickets to one WID Women Who Lead Luncheon throughout the 2023-2024 program year

### Amethyst Circle $3,500
- 5 Select Seating tickets to the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Recognition in the WoA printed program

### Opal Circle $1,500
- 5 Select Seating tickets to the Woman of Achievement Luncheon
- Logo on the WID website WoA event sponsor page
- Recognition in the WoA printed program

### WoA Ticket Rates

#### Premium Tickets

- **Super Achiever** $600
  - Name listed on WID’s WoA webpage for one year
  - Name listed in the event program
  - Two tickets to WoA Award Luncheon with preferred seating

- **Overachiever** $300
  - Name listed on WID’s WoA webpage for one year
  - Name listed in the event program
  - One ticket to WoA Award Luncheon with preferred seating

- **Achiever** $200
  - Name listed in the event program
  - One ticket to WoA Award Luncheon

#### Standard Tickets

**Member Tickets**
- Early Bird Rate: $125 | Regular Rate: $150

**Non-Member Tickets**
- Early Bird Rate: $150 | Regular Rate: $175

*Early Bird Rate ends March 31st*

### Interested in a Journal Ad?
Email widny@widny.org for more information.