WID
WOMEN IN DEVELOPMENT

Woman of Achievement Luncheon



Honoring **Barbara Leshinsky**

FRIDAY,
MAY 17
2024

Former Chief Revenue & Development Officer, The Ad Council

12:00 p.m. / The Yale Club
50 Vanderbilt Ave, New York

ad COUNCIL

THE AD COUNCIL SALUTES WOMEN IN DEVELOPMENT

THANK YOU

BARBARA LESHINSKY

for your lasting dedication to advancing the field of development and philanthropy. Your unwavering commitment to creating positive change inspires us all.



A MESSAGE FROM THE WID PRESIDENT



Dear Friends,

Thank you for joining Women In Development, NY for the Woman of Achievement Luncheon! Today we celebrate all of you who raise the resources that advance the missions of non-profit organizations in New York City and beyond. This vibrant and diverse community offers the support, expertise, and connections that help our members grow, and excel in the development profession. If you are not yet a WID member, I hope you will join us.

We are honored to recognize an outstanding leader, past WID president, and mentor to so many: Barbara Leshinsky. There are many highlights to Barbara's career: 35+ years in the profession, tens of millions of dollars to promote public health, and almost 20 years at the Ad Council. We celebrate the leadership these numbers represent, as well as the small "mentoring moments" with which Barbara has shaped the careers and lives of so many. We are grateful for her tremendous support of WID and the Woman of Achievement luncheon.

We also celebrate a Rising Star in our profession: Mary McQuillen. While achieving significant professional accomplishments in healthcare philanthropy, Mary seeks to advance other women in the profession through service to the WID community and to her peers and colleagues at NYU Langone Health. We look forward to her future leadership in our community!

I would like to thank Laurie Dorf, Jennifer Levine, and Jackie Garcia, Co-Chairs of this year's Woman of Achievement Luncheon, as well as the entire WID Board of Directors. My tireless colleagues devote numerous hours outside of their day jobs to advancing WID. Thank you to all the WID members who give back by volunteering their time and talents. Finally, special thanks to the Jaffe Management team, especially Briana Belbeck, for all their support; we couldn't do this without you.

With appreciation,

Marcela Hahn

Marcela Hahn, President
Women In Development, NY

WOMAN OF ACHIEVEMENT LUNCHEON PROGRAM

WELCOME

MARCELA HAHN
PRESIDENT
WOMEN IN DEVELOPMENT, NEW YORK

ACKNOWLEDGMENTS & INTRODUCTION OF 2024 RISING STAR AWARD

LAURIE DORF, JACKIE GARCIA, & JENNIFER LEVINE
LUNCHEON CO-CHAIRS

RISING STAR HONOREE

MARY MCQUILLEN
ASSOCIATE DIRECTOR OF DEVELOPMENT
NYU LANGONE HEALTH

LUNCHEON

HONOREE AWARDS CEREMONY REMARKS

LAURIE DORF
LUNCHEON CO-CHAIR

INTRODUCTION OF HONOREE

LISA SHERMAN
PRESIDENT & CEO
THE AD COUNCIL

LISA VERTUCCI
EXECUTIVE COACH

HONOREE REMARKS

BARBARA LESHINSKY
FORMER CHIEF REVENUE & DEVELOPMENT OFFICER
THE AD COUNCIL

CLOSING & NETWORKING

CONGRATULATIONS

ON THIS WELL-DESERVED HONOR!





We are so proud of your accomplishments and the heart you put into your work.

We love you!



HONOREE



Barbara began her career in college athletics. Over the course of ten years, she coached tennis and held a variety of administrative positions, culminating in her role as the Director of Women's Athletics at Columbia University.

In 1982, she decided to pursue a different professional direction when she joined the development team at Columbia University. After a brief period at Fordham University, she became the Vice President of Development at the YMCA of Greater New York where she established the development office and led a 150-million-dollar capital campaign. She then moved on to become the Associate Dean for Development at New York Law School.

In 2004, Barbara joined the Ad Council where she remained until her retirement in December of 2023. As the Chief Revenue and Development Officer, she has the distinction of having raised an astonishing 350 million dollars during her nineteen-year tenure. Her standout accomplishments include spearheading the single largest public health campaign in the United States' history, the Ad Council's Vaccine Education Initiative, raising 60 million dollars in a matter of months. She secured the largest single gift in the Ad Council's history, a 15-million-dollar contribution from the Huntsman Mental Health Foundation in support of the Mental Health destigmatization campaign. In addition, she was instrumental in creating and leading a 25-million-dollar gun violence prevention campaign.

Barbara has a strong belief in giving back. She has volunteered throughout her career, as a member of the Advisory Board of the Women's Sports Foundation, the President's Advisory Council of Queens College, and the UJA Youth Sports Committee. Additionally, she was the President of Women In Development.

Barbara Leshinsky has been a success in so many ways: as an athlete, a remarkable fundraiser, and a role model & mentor for generations of young professionals. She has used her competitive drive, belief in making the world a better place, and true enjoyment of developing others to craft a career of impressive achievement and personal gratification.

2024 RISING STAR



Mary McQuillen is an accomplished development professional with a passion for healthcare philanthropy. As a seasoned fundraiser, she has made significant contributions to renowned organizations, driving revenue growth and fostering lasting relationships with donors.

Mary's career journey began at the Massachusetts General Hospital Cancer Center (MGHCC) in Boston, where she honed her skills as a development professional, supporting the hospital's fundraising efforts.

Building on her success, Mary transitioned to the Michael J. Fox Foundation for Parkinson's Research (MJFF) in New York City, where she held progressively senior roles culminating as Senior Associate Director of Advancement. During her tenure, Mary led major gift fundraising initiatives in the Southwestern U.S., consistently exceeding revenue targets and maintaining an impressive donor retention rate. Her ability to articulate a compelling case for support and cultivate meaningful donor relationships made her a key spokesperson for the Foundation.

Following a memorable tenure dedicated to supporting the Parkinson's community, Mary embarked on a new chapter in 2022 as the Associate Director of Development for NYU Langone Health. In her current capacity, Mary spearheads fundraising initiatives aimed at catalyzing research breakthroughs, advancing patient care, and ensuring a promising future for the field of medicine.

In addition to her professional accomplishments, Mary is deeply committed to community service and has served as a volunteer for the Madison Square Boys & Girls Club, Northeastern University, and Women in Development, New York. Mary graduated from Northeastern University with a Bachelor of Science in Business Administration. Originally from the Greater Boston area, she now calls Brooklyn home.

Congratulations Barbara!

Thank you for your many contributions to the greater good.



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WoA PAST HONOREES

Since 1987, WID has recognized distinguished colleagues who demonstrate extraordinary achievement, service to the field, and a commitment to furthering women's philanthropy.

2023 Deborah Borda, New York Philharmonic
2022 Ana L. Oliveira, The New York Women's Foundation
2022 Jilly Stephens, City Harvest
2019 Ruth C. Browne, SD, Ronald McDonald House New York (RMHNY)
2018 Mary Ellen Miller, Girls Who Code
2017 Robin Merle, Hospital for Special Surgery
2016 Debra LaMorte, New York University
2015 Cecile Richards, Planned Parenthood Federation of America
2014 Aileen C. Hefferren, Prep for Prep
2013 Karen Brooks Hopkins, Brooklyn Academy of Music
2012 Myra J. Biblowit, The Breast Cancer Research Foundation
2011 Jenny Morgenthau, The Fresh Air Fund
2010 Ana Oliveira, The New York Women's Foundation
2009 Rosanne Haggerty, Common Ground
2008 Paula Kerger, PBS
2007 Dr. Vishakha N. Desai, The Asia Society
2006 Ellen V. Futter, The Museum of Natural History
2005 Emily K. Rafferty, The Metropolitan Museum of Art
2004 Virginia P. Louloudes, Alliance of Resident Theatres/New York
2003 Elaine R. Jones, NAACP Legal Defense & Educational Fund
2002 Madeline Lee, New York Foundation
2001 Sara E. Meléndez, Independent Sector
2000 Mary Schmidt Campbell, Tisch School of the Arts
1999 Naomi Levine, New York University
1998 Elinor Guggenheimer, New York Women's Agenda
1997 Nicki Newman Tanner, UJA Federation
1996 Susan Weber Soros, Bard Graduate Center
1995 Sara Ann Fagin, Phoenix House
1994 Marie Wilson, Ms. Foundation for Women
1993 Jane Blumenfeld, Beth Israel Medical Center
1992 Lenore Parker, YWCA of New York City
1991 Betsy Gotbaum, NYC Parks and Recreation
1990 Penny Stoil, Projects Plus
1989 Elizabeth Hicks, NAACP Legal Defense Fund
1988 Marguerite Gilpatric, Planned Parenthood Federation
1987 Betty Becker, YWCA

CONGRATULATIONS

BARBARA LESHINSKY
2024 Woman of Achievement Honoree

and

MARY MCQUILLEN
2024 Rising Star

on your achievements and thank you for your extraordinary service to philanthropy

from your friends at the Stony Brook Foundation

Stony Brook
Foundation

Congratulations Barbara!

So grateful to have worked with you and built a friendship.

- David Fischer -

GAME, SET, MATCH.

From athlete to the C-suite, you've had a career full of achievements. Now you're ending it with a smash. We're proud to support **Women in Development** and celebrate this year's honoree, **Barbara Leshinsky,** for giving back and paying it forward.

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WoA SPONSORS

WID gratefully acknowledges the organizations and individuals below who have provided leadership support for this year's WoA Luncheon. Their generosity will help support WID's programs in 2024-2025, enabling WID to serve a greater number of women in development and those who aspire to enter the field.

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A leader in healthcare innovation

As we focus on developing breakthrough treatments to solve the toughest health challenges, we celebrate other innovators who are helping to shape the future.

We are pleased to honor Barbara Leshinsky for her leadership in development and her commitment to inspiring action that improves lives.

Learn more at jnj.com

Johnson&Johnson

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Howe-Lewis International

is pleased to join in celebrating the 2024

Woman of Achievement Luncheon

and raises a toast to this year's honoree

Barbara Leshinsky

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Email widny@widny.org for more information.

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proudly celebrate our
extraordinary alumna,

Barbara Leshinsky

as the distinguished honoree

Woman of Achievement
Luncheon

2024

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ABOUT WOMEN IN DEVELOPMENT

MISSION

The mission of Women In Development (WID), New York, is to empower, connect, and engage women-identifying development professionals in a community that supports growth and leadership while strengthening the profession.

VISION

Our vision is to be the premier regional leader empowering women in the development profession. We will achieve this by providing:

- A vibrant, diverse community where we are supported, valued, and respected.
- Insightful programs that encourage members to enter, grow, and excel in the development field.
- Meaningful opportunities for professional growth, including networking, skills building, and conversations with professionals at all stages of our careers.

CORE VALUES

Inclusion, Equity, and Diversity
WID is committed to maintaining a culture of diversity and equity in fundraising and related professions. As a membership body, our strength is in our promise to be inclusive, with intentional strategies to welcome and uplift historically marginalized identities and people within our field.

Leadership
WID promotes the leadership abilities of its members by providing opportunities for career advancement and professional development.

Influence
WID is the go-to organization for women in fundraising. WID's membership has the power to reach more than 6,000 decision-makers and to be change-agents in the field.

Professional Growth
WID is dedicated to offering opportunities for individuals to gain experience, knowledge, and a strong network to advance their professional growth at every stage of their careers.

Community
WID is a highly interactive and supportive community united by our focus on the current and future state of the development field. We continue to promote equitable opportunities for all members of diverse lived experiences.

Giving Back
WID members give of their time, network, experience, and intellectual resources embodying the essence of service to others.

NYU | SCHOOL OF PROFESSIONAL STUDIES



Advance Your Fundraising Career Through the NYU SPS Heyman Program!

Exciting news for WID members! Receive an exclusive 25% discount* on one-day, in-person continuing education courses offered by the NYU SPS Heyman Program this summer. Supercharge your career and acquire the essential skills to thrive in today's competitive landscape—enroll today!

Art of the Ask: Effective and Persuasive Communication and Negotiation Skills

Friday, June 7th, 9 a.m. - 5 p.m.

Communicate exactly what you want, make the ask, and negotiate until you have an answer, whether for your business or a charitable gift. Learn to craft your message, be intentional in its delivery, and engage in productive follow-up.

ESG And Impact Investing Boot Camp

Friday, August 2nd, 9 a.m. - 5 p.m.

Learn the foundational frameworks and approaches which have been developed to integrate ESG factors and impact investing strategies into the investment decision-making process.

Redefining Power and Community in Philanthropy

Friday, August 9th, 9 a.m. - 5 p.m.

Explore historical trends and dynamics regarding power and community in philanthropy, as well as case studies of current philanthropic actors testing and growing new forms of philanthropic giving and collaboration.

Learn More at sps.nyu.edu/heymanprogram

***Contact Robert Lesko at rl10@nyu.edu to redeem your 25% discount.**

FOX Congratulates Barbara Leshinsky and all of this year's honorees.

We celebrate your unwavering commitment and dedication for the betterment of all.

WID WOMEN IN DEVELOPMENT | FOX

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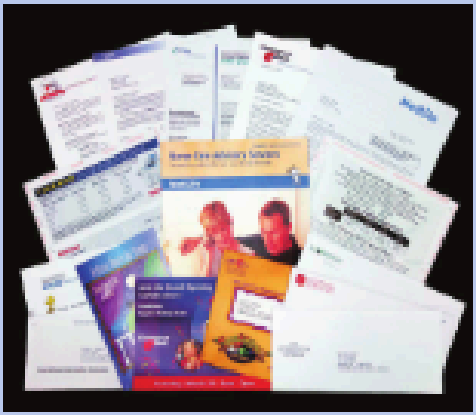
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Scan the QR Code or visit
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UPCOMING EVENTS

"SAVE THE DATE"
WID END OF YEAR CELEBRATON
JUNE 2024 | 5:30 - 7:30 P.M.

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for more information!



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