WID

WOMEN IN DEVELOPMENT

Woman of Achievement Luncheon

HONORING

Bertina Ceccarelli

Chief Executive Officer
NPower

FRIDAY, MAY 16, 2025



Congratulations to Bertina Ceccarelli!

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A MESSAGE FROM THE WID PRESIDENT



Dear Members, Friends and Partners,

Welcome to WID's 2025 Woman of Achievement Luncheon!

This signature event is an opportunity to reflect on and celebrate the extraordinary impact of women in the development profession.

It is a profound honor to recognize Bertina Ceccarelli as this year's Woman of Achievement. Bertina's leadership journey exemplifies the power of purpose-driven work. As the CEO of NPower, she has championed equity in the tech workforce and expanded access to opportunities for underrepresented communities. We are inspired by her example and contributions to the sector.

We are also thrilled to present the Rising Star Awards to two exceptional emerging leaders who are driving impact at their organizations and within WID: Taylor Ross, Senior Development Executive at UJA Federation of New York, and Yulia Zhernovaya, Head of Growth and Strategy at Giveffect.

Special thanks go to Jackie Garcia and Jennifer Levine, Co-Chairs of this year's Woman of Achievement event, their committee members, Marcela Hahn and Tulsi Joshi, for leading sponsorship efforts, and Briana Belbeck, who works behind the scenes to keep everything moving forward. I would also like to express my deepest appreciation to Poonam Prasad, Carmel Napolitano, and Donna Bonem Rich, who continue to dedicate their time and energy to WID and have been tremendous in their support.

To all our honorees and every woman joining us today—thank you for your contributions to the profession. Together, we are a collective force making an incredible impact.

With gratitude and admiration,

Svetlana Mostovsky
President
Women In Development, New York

FRANCHISE FOR GOOD

npower

Congratulations **Bertina Ceccarelli!**

In honor of our work scaling NPower together, Franchise For Good proudly celebrates Bertina Ceccarelli, CEO of NPower, for being named the 2025 Woman of Achievement.

Bertina's leadership is transforming lives, and it's our privilege to partner with her in scaling such meaningful impact.

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WOMAN OF ACHIEVEMENT LUNCHEON PROGRAM

WELCOME

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ACKNOWLEDGMENTS & INTRODUCTION OF 2025 RISING STAR AWARD

JACKIE GARCIA & JENNIFER LEVINE
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RISING STAR HONOREES

TAYLOR ROSS
SENIOR DEVELOPMENT EXECUTIVE
UJA FEDERATION OF NEW YORK

YULIA ZHERNOVAYA
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LUNCHEON

2025 HONOREE AWARDS CEREMONY REMARKS

INTRODUCTION OF HONOREE

GAIL FIERSTEIN
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NPOWER BOARD OF DIRECTORS

HONOREE REMARKS

BERTINA CECCARELLI
CHIEF EXECUTIVE OFFICER
NPOWER

CLOSING & NETWORKING

Bertina Ceccarelli
CEO
NPower



Bertina, you are a force for good.

Congratulations on this well-earned recognition as a Woman of Achievement! Your leadership, vision, and impact are truly shaping the world for the better.

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HONOREE



Bertina Ceccarelli is the Chief Executive Officer of NPower, a national tech training and job placement nonprofit, rooted in community, and on a mission to advance equity in the tech industry. She joined NPower in 2016 with a passion to disrupt the status quo and build more inclusive workplaces. Under her visionary leadership, NPower has grown six-fold, expanding their proven program to several new cities.

Bertina's commitment to helping young adults and military-connected individuals launch tech careers and break social and economic mobility barriers has led to her involvement in strategic alliance organizations including: Founding member of TechPact; member, CEO Action; steering committee member, American's Promise; Wall Street Journal CEO Council; as well as membership on Forbes Council, NationSwell and Concordia communities. She was named as one of the Tech Industry's Brightest Superstars by the US Black Engineer & IT magazine. In 2024 she was named to Governor Hochul's Emerging Technology Advisory Board for New York State.

An engineer by training, Bertina has worked as a technology leader at Procter & Gamble and NBC before pivoting to the nonprofit sector. Growing up in a working-class family and the first to graduate from high school, she was drawn to a community that once supported her own educational endeavors. After a successful career in the corporate sector, Bertina chose to transition her skills to the nonprofit sector. Bertina held senior leadership roles at United Way of New York City and the Wildlife Conservation Society where she was responsible for generating over $85 million annually in programmatic funds. She graduated from the University of California, Berkeley with a B.S. in Industrial Engineering and Operations Research and received an MBA from Harvard Business School.

She is an engaged storyteller, who leads with heart, committed to moving the mission of NPower to new heights. She is the co-author, together with Susanne Tedrick, of the book, "Innovating for Diversity: Lessons from Top Companies Achieving Business Success through Inclusivity" published by Wiley March 2023.

A native Californian, Bertina lives in Brooklyn with her husband and they have a son who is attending Fordham University.

Congratulations BERTINA!

Thank you for your inspiring contributions to the nonprofit community.



Poonam Prasad
and the team at
Prasad Consulting & Research
congratulate our long time friend,
WID Board colleague, and former client,
Bertina Ceccarelli on this well deserved honor.

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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.

2024 Barbara Leshinski, The AD Council
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

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and the Office of Institutional Advancement and Alumni Relations

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Bertina Ceccarelli

and all women making a powerful impact through philanthropy

Woman of Achievement Luncheon 2025

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CONGRATULATIONS TO WID'S 2025

WOMAN OF ACHIEVEMENT

BERTINA CECCARELLI

and

RISING STARS

TAYLOR ROSS

AND

YULIA ZHERNOVAYA

Taylor,

Today and always, we celebrate your extraordinary passion and applaud your dedication to excellence.

We wish you continued success in all your endeavors.

With endless pride,

THE ROSS FAMILY

2025 RISING STAR



Taylor Ross is an accomplished development professional skilled in non-profit philanthropy, with concentrations in donor-centric relationship and portfolio management as well as event planning and execution. Her passion for raising funds for worthwhile endeavors is matched by her ability to cultivate meaningful donor connections.

Taylor's career path leading to development is not a typical one. A graduate of Muhlenberg College with a degree in theater and vocal performance, she frequented the audition circuit, scoring roles in various regional theater productions.

Eager for a more secure career, she transitioned to the operations side of theater, landing a fellowship at the renowned The Westport Country Playhouse. It was at the Playhouse that she discovered her affinity for building donor relationships and planning fundraising events.

Transitioning to a larger theater organization, Taylor became the Membership Manager at St. Ann's Warehouse in New York City. During her tenure there, she doubled her membership portfolio and exceeded the fundraising goal of each of the two galas she was responsible for. As a result of her success and ability to develop relationships, Theatre for a New Audience recruited her to grow their Corporate Giving Program. Shortly after her start, COVID shut down the theater industry, making fundraising for productions a daunting task.

Maximizing her time, Taylor received a certificate in Nonprofit Management from Drexel University and a professional certification in Philanthropy and Nonprofit Fundraising from Northwestern University.

Taylor is currently a Senior Development Executive at UJA Federation of New York, with responsibilities as a fundraiser in the Women's Philanthropy arena. In this capacity, she creates donor strategies for the organization's Lion and Ruby donors, serves as liaison to Major Gifts to increase household giving, and manages her own portfolio of donors. She is the event lead for the annual Lion of Judeah Lunch, which attracts over 500 attendees each year.

In addition to her career accomplishments, Taylor is currently president of the Young Women's Impact Network for the New York City chapter of Jewish Women International, after having served on the Board for the past three years. As active member of WID, Taylor serves on the Young Professional Board. When not engaged in raising funds, she can be found frequenting New York City's cultural institutions and the Bronx Zoo, as well as live performance events and the lights on Broadway.

2025 RISING STAR



Yulia Zhernovaya is a fundraising and digital transformation strategist and the Head of Growth and Strategy at Giveffect, the leading 10-in-one technology platform built to transform how nonprofits work, empowering mission-driven teams to scale their fundraising, streamline operations, and achieve real impact.

Yulia joined Giveffect in 2021, at a time when the global pandemic had prompted many to rethink their priorities. For her, it became a calling to align her career with her deepest values: service, innovation, and systems that work for people. She chose to dedicate herself fully to two lifelong passions—nonprofit leadership and harnessing the power of technology to help individuals and organizations work more efficiently.

Since then, she has led the company's growth strategy, brand evolution, and expansion into high-impact partnerships with Habitat for Humanity affiliates, Feeding America member food banks, and various human-service nonprofits. Her work has supported hundreds of nonprofit leaders in moving from burnout and inefficiency to operational clarity, data-driven strategy, and transformational fundraising.

Yulia began her career in Japan as a Coordinator of International Relations for local government, where she saw firsthand how outdated systems and manual processes can hold back even the most visionary missions.These early experiences shaped her lifelong commitment to making nonprofit work more human—and more effective—through smart, integrated technology.

Before transitioning fully into the nonprofit sector, she held leadership roles in strategy, operations, and communications at global companies across Asia and the U.S., developing a leadership style rooted in empathy, structure, and high performance.

In addition to her role at Giveffect, Yulia serves on both the Programs and Communications Committees of Women In Development, New York (WID), where she is dedicated to uplifting women in fundraising and creating opportunities for connection, visibility, and leadership.

She holds a Master's in Business from the Fashion Institute of Technology and a degree in International Relations. Fluent in Japanese and guided by purpose, Yulia is committed to building a future where nonprofit leaders are equipped with the infrastructure, insight, and support they need to lead boldly and transform lives.

WID

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Proudly Congratulates

Woman of Achievement Honoree

Bertina Ceccarelli
Chief Executive Officer
NPower

Rising Star Honorees

Taylor Ross
Senior Development Executive
UJA Federation of New York

Yulia Zhernovaya
Head of Growth and Strategy
Giveffect

We celebrate your leadership, dedication, and outstanding contributions to the field, as your passion and impact elevate the profession and inspire the next generation of leaders in development and philanthropy.

CONGRATULATIONS

Bertina Ceccarelli

2025 Woman of Achievement Honoree

and

Taylor Ross & Yulia Zhernovaya

2025 Rising Stars

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

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WID

WOMEN IN DEVELOPMENT

What does it mean to be a WID member?

- Access to an **amazing network** of industry colleagues and peers through our exclusive **Membership Directory**
- Special access to members-only events and **discounted pricing** on all WID events including keynote speaker luncheons, the Woman of Achievement luncheon, career advancement meet-ups and more
- Targeted **newsletters that address our unique professional interests and needs**
- Exclusive access to **local and regional networking meet-ups** in your neighborhood

WID's membership base is made up of women at all phases of their Development careers. Whether you're a student, young professional, or tenured development professional, there's a place for you.

Become a member with code WoA25! for a 15% discount by May 23rd!

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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 2025-2026, enabling WID to serve a greater number of women in development and those who aspire to enter the field.

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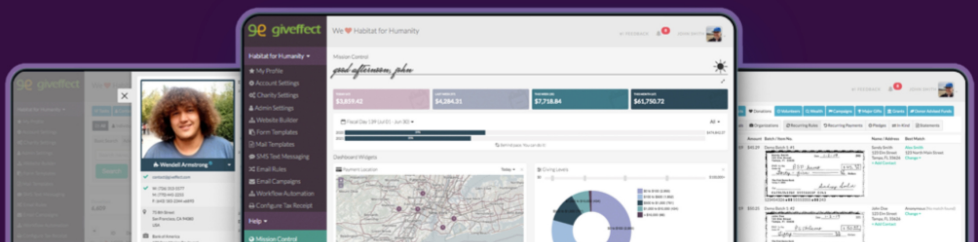
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ABOUT WOMEN IN DEVELOPMENT

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.

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Women In Development, New York

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WOMEN IN DEVELOPMENT



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"WID has provided me wonderful opportunities to broaden my skill set while making lifelong connections with other development professionals."

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