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They make a living by guiding the giving

Dorothy Foster

A 'Robin Hood' who knows how to look for loopholes

Position: Lawyer, estate planning and private foundations, Gores & Blais, Seattle

Fees: \$190 an hour

Ask **Dorothy Foster** what a \$200-an-hour lawyer can do for a philanthropist, and she'll talk about helping people find new ways to make grants. Public charities are the simplest, most obvious route, but **Foster** challenges clients to be more innovative:

There are scholarships and donations to international charities, for which the tax laws aren't so clear-cut. There are "direct charitable activities," such as setting up a camp for kids. And there are investments in for-profit enterprises with charitable goals such as a grocery in a rundown neighborhood.

"Very few clients are even faintly aware that all of these other kinds of grant-making can be done," says **Foster**. "Lawyers seem to be the ones that know the fine loopholes in the law. That's actually all lawyers are good for, right?"

Foster, 43, says she was drawn to the nonprofit world in part because of all the years she spent in academia. She earned three degrees, in linguistics, English literature and science, then was a lecturer for four or five years before entering law school.

When **Foster** started at Gores & Blais five years ago, the firm was helping clients form one or two foundations a year. She now sets up three or four a month.

"It's grown tremendously . . . in the last four years," she says. "It's a function of the kind of wealth that we're getting in Seattle, and it makes me proud."

John Goodwin

Personal guide steers his clients' money into right hands

Position: Consultant to philanthropists

Fees: \$175-\$200 hour; typical job - a strategic plan or negotiating a large gift : \$2,000 to \$10,000

During his eight years as a fund-raiser for the UW, John Goodwin saw an "explosion of personal wealth" around Seattle, along with a mismatch between well-staffed organizations seeking donations and the wealthy individuals being solicited.

So in 1997, Goodwin set out to balance the scale. He formed his own one-man firm, A World of Difference. While at the UW, and as an estate-planning lawyer before that, Goodwin made contacts that are now paying off - not just with donors but also with the financial planners and lawyers who now refer much of his business.

He works with technology millionaires and longtime family philanthropists, often negotiating gifts on behalf of anonymous donors. His clients have a combined \$100 million in gifts under consideration. Gifts he has handled include one \$500,000 pledge to the Pacific Northwest Ballet.

"What I help people do is develop a business plan for being significantly philanthropic," Goodwin says. That might mean helping them identify causes, how much money is available, what skills they might contribute and whether they want to work with partners or alone. Goodwin, 38, also helps clients structure their giving - forming an endowment or foundation, for example.

"If you don't start with a business plan, you don't know where you're going to end up," Goodwin says. "It's about approaching this with some expectation of what you expect to accomplish."

Dick and Sharon Friel

Couple brings personal touch to premier charity auctions

Position: Charity auctioneers.

Fees: \$750 per auction plus \$35 an item.

He's in a tux. She's in red satin and diamonds. They're pacing the stage, waving their arms and picking some very wealthy people out of a crowd.

"Don James, always great to see you here," Dick calls. "Harry Benaroya, great to see you." "I know who that is - that's Frank and Harriet Shrontz."

Anywhere else, the name-dropping might be considered downright tacky. But consider that by the end of the night, Dick and Sharon Friel will have raised more than \$2 million in a charity auction for the Fred Hutchinson Cancer Research Center.

The Friels have built a reputation as Seattle's premier charity auctioneers. You name it, Dick Friel has called it: Poncho, Children's Hospital & Regional Medical Center, Cystic Fibrosis Foundation, Juvenile Diabetes Foundation, Northwest AIDS Foundation, Leukemia Society of America.

They estimate they do more than 70 auctions a year, including an annual sale for Opera Australia in Sydney. Dick, 65, calls for the bids and Sharon, 59, scans the crowd to pick out raised bid cards.

The Friels aren't auctioneers by trade, and you won't see them selling cars or antiques anywhere - unless they've been donated for a charity event.

Dick, a former advertising executive, filled in at a Junior Women's Symphony Association auction 20-plus years ago when the auctioneer didn't show. Other groups began calling, and by 1983 he was in such demand he began charging. He still runs a marketing firm but guesses he spends about half his time on charity auctions.

Sonya Champion

She'll tailor a campaign to suit needs

Position: Fund-raising consultant; vice president, The Collins Group.

Fees: range from \$500 for one-time board or staff training to \$300,000 over three years to manage a full-scale capital campaign.

Sonya Campion majored in psychology and political science and became involved in a peace organization soon after college.

So how did Campion, 37, wind up leading campaigns that raise millions, and rubbing shoulders with Seattle-area VIPs such as Boeing chief Phil Condit and developer Kemper Freeman?

Her first job out of school was planning events such as golf tournaments for the March of Dimes. That led to a job as executive director of Physicians for Social Responsibility, then one as a fund-raising consultant with partner Stuart Grover. Their firm merged in 1990 with a firm run by Dick Collins, who has since retired.

Since The Collins Group formed in 1979, it has raised \$175 million, including \$35 million for A Contemporary Theater and \$11 million for the Fred Hutchinson Cancer Research Center. Current projects include the \$25 million campaign for a new Tacoma Art Museum, \$23 million for a new Bellevue Art Museum, \$60 million for a new downtown Seattle library, \$100 million for a new opera house and \$14 million for the YMCA.

The Collins Group conducts feasibility studies for campaigns. It also helps groups figure out where to raise money, how to structure a campaign and what type of leaders to attract. It trains volunteers, writes grants, woos large donors and sometimes even writes thank-you notes.

Janet Baguch

Fund-raising teacher offers her courses at three colleges

Position: Teacher and consultant

Fees: range from \$100 an hour for consulting to \$50,000 to \$70,000 a year for two- to three-year capital campaigns.

Three colleges in Seattle run programs related to fund-raising or nonprofit leadership. Janet Boguch teaches at all three.

And that's what she does in her "spare" time.

She also runs her own consulting practice, Nonprofit Works, employing five part-time staff members. She usually has 12 active projects going at any given time.

Boguch, 45, earned a master's degree at the University of California at Berkeley in environmental design and art, then returned to Seattle to work at Cornish College of the Arts. Later, she joined a fund-raising consultancy and worked with groups including the Pacific Northwest Ballet, Woodland Park Zoo and Goodwill Industries.

Since forming her own firm 11 years ago, she has worked with hundreds of groups, from small start-up shelters and food banks to the Seattle Symphony and Mary Bridge Children's Hospital.

Boguch says she picks causes that mean something to her, and she volunteers her services for groups that include United Way.

Evenings and weekends, she teaches in Seattle University's executive master's

program for nonprofit leadership, the University of Washington's fund-raising-management certificate program and Seattle Central Community College's arts-management certificate program.

"The student bodies are all different," she says. "And the amazing thing is (the classes) are all full."

Joanne Harrell

United Way executive learned the ropes in corporate world

Position: President/chief executive, United Way of King County

Salary: \$148,000

Joanne Harrell spent 19 years at US West before coming to United Way of King County in 1997 and says there aren't too many differences between her organization and the for-profit corporate world.

She operates with a "very tight business plan," keeps overhead expenses under 11 percent and leans on a board of past campaign leaders including Costco co-founder Jeff Brotman and retired Microsoft executive Scott Oki.

United Way, which focuses on supporting social-service agencies, may be the best-known intermediary between donors and charities. The King County chapter is among the nation's best by two measures: Its last campaign ranked fifth in the country in terms of dollars raised, and its overhead expenses beat the national average of 15 percent.

Harrell, 44, earned an MBA from the UW and began her career at Pacific Northwest Bell, where she and other employees were encouraged to volunteer in the community. She served on the boards of the Atlantic Street Center, Seattle Urban League, Seattle Community College Foundation, YWCA and Salvation Army. She also headed the commission that merged King County and Metro in 1993.

She said the growth in Seattle-area philanthropy is not surprising given the maturing of the young, wealthy high-tech crowd.

"That's not what gives satisfaction to the human soul, just sitting on a pile of money," she said. "So we have people looking around asking, 'How can I make a difference?'"

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