



CHANGING OUR WORLD
VICE-CHAIRMAN,
ROBERT CARTER

\$ (Money)

Merging Business with Charity

Changing Our World is a firm that helps philanthropies to better deliver on their missions.

STORY BY // SARAH HAUFRECT

WHEN A BUSINESS NEEDS TO REVAMP OPERATIONS, IMPROVE COMMUNICATION OR INCREASE REVENUES, IT HIRES A CONSULTING FIRM TO ANALYZE THE SITUATION AND MAKE SUGGESTIONS TO BETTER THE COMPANY.

When nonprofit organizations face the same challenges, they call on Changing Our World, an Omnicom company. The only global firm with strategic and operating expertise on both sides of the philanthropic equation, Changing Our World serves as the trusted advisor to the some of the world's leading nonprofit organizations, private and corporate foundations, philanthropic individuals and corporations all over the world, and one of its offices happens to be in the heart of Pasadena on Lake Avenue.

"We are usually invited to help a charity at a

critical juncture, and we take that very seriously," says Robert Carter, Vice-Chairman of Changing Our World. "Our clients' futures may rest on the quality of our work." To that end, Changing Our World becomes deeply invested in an organization's work, meeting with staffers onsite and then advising them how to move forward and accomplish their goals. The company works on the basis of management fees for services rendered.

"Changing Our World took over our capital campaign when our grant writer left us suddenly," says Andy Bales, reverend and CEO of the Union Rescue Mission in Los Angeles. "They were able to write an outstanding grant application for us that led to a \$1 million grant that we greatly needed. ... Changing Our World gave our organization a structured capital campaign, bolstered our infrastructure and strengthened our development office."

Changing Our World works with many charities all over the San Gabriel Valley, including the California State Parks Foundation, Global AIDS Interfaith Alliance and the Phoenix House in Monrovia. Winnie Wechsler, director of the Phoenix House, a center for women and children in Monrovia dealing with substance abuse, has worked with Changing Our World on and off over the past few years. "We partnered with Changing Our World to strengthen our awareness-building activities," Wechsler says. "Changing Our World understands the nonprofit field as a whole, and they were able to see where Phoenix House fit into that community as a whole. They were very engaged in our work from the very start."

With over several decades experience behind him, Carter represents vast knowledge of the philanthropic industry—including weathering numerous economic storms. "I have witnessed 4-5 recessions before the current one," he says. "Most of Changing Our World's clients recognize they need help in difficult times. Donors tend to go back to their priorities in tougher financial times [and] support two or three charities rather than a half-dozen." Carter has also observed that people give back in other ways when they can't afford financial donations. "Oftentimes, donors want to be engaged as a volunteer on a board of directors or a service committee. They might not be in a position to give as much money, but will volunteer more of their time." Carter is also optimistic about the future. "Our research department has found that the year following a recession, the recovery rate for charities is a 3 to 7 percent increase in revenues," he says. "Philanthropies really ought to stay in the market; remain in the market place of fundraising to reap these benefits."

To find out more about Changing Our World, visit changingourworld.com, or contact Kristina Miletic Davis or Matthew Zarcufsky in the Pasadena office at 626.683.3200 or kmiletic@changingourworld.com.



New works by artist Karen Green (on display at SPACE gallery).



Conderge

Art South of the Pasadena Border

ArtsFest 2009 comes to South Pasadena October 3.

South Pasadena Chamber of Commerce, in conjunction with participating merchants and galleries, is proud to present ArtsFest 2009, an evening of gallery tours and festivities to celebrate the creative spirit in South Pasadena, October 3 from 5 p.m. to 10 p.m. Eight galleries and studios will display the works of renowned and local artists. ArtsFest guests are encouraged to stroll along the gallery route or ride the ArtMobile circulator bus throughout the evening. The California Art Club Plein Air Paint-Out exhibition will be featured in the South Pasadena Library Community Room, 1115 El Centro St. Live music hosted by South Pasadena Music Center and Conservatory will be on stage at two venues: The Main Stage at the food, wine and beer garden at the Mission Gold Line Station Walking Man Plaza (Meridian Avenue) and at South Pasadena Music Center, 1509 Mission St. Dozens of participating merchants along Mission Street will host open houses and extended hours for ArtsFest patrons. For more information, call 626.710.2360.