

For Immediate Release

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Theresa Shubeck Receives Outstanding Professional Fundraiser Award for Excellence in Philanthropy



Theresa A. Shubeck, Executive Vice President of Ruotolo Associates, a philanthropic consulting firm in Cresskill, N.J., recently received the Robert J. Smythe Outstanding Professional Fundraiser Award from the Association of Fundraising Professionals-New Jersey Chapter. The award was presented at the AFP-NJ Annual Awards Dinner, held May 6, 2008, at the Crystal Plaza in Livingston, N.J.

The Award is named in memory of Robert J. Smythe, a longstanding member of the New Jersey Chapter of the Association of Fundraising Professionals who exemplified dedication and service to the non-profit and fundraising community. The award recognizes an individual who brings honor, distinction and a distinguished record of excellence in philanthropy.

“Theresa’s contribution to the growth of Ruotolo Associates and our collective ability to serve our clients is without peer,” said George C. Ruotolo, Jr., CFRE, Chairman and Chief Executive Officer of Ruotolo Associates. “I congratulate her on behalf of the entire Ruotolo Associates’ team and family.”

“Theresa’s commitment and dedication to her clients earned her this prestigious AFP award,” added Jay Caporale, CFRE, President and Chief Operating Officer of Ruotolo Associates. “Each non-profit that Theresa has worked with has benefited from her insights and leadership during her 13-year tenure with our firm. Her enthusiasm and passion for philanthropy are infectious, and we are privileged to have Theresa on our executive team.”

Shubeck has 25 years of development, public relations and administrative experience in secondary schools, higher education, churches and social services organizations. Her background includes capital campaigns, planning and feasibility studies, comprehensive development programs, marketing, board development, seminars, student recruitment, annual funds, strategic planning, special events and alumni relations.

Shubeck was nominated for the award by Mr. Leslie C. Quick III, Founding Partner of Massey Quick Wealth Advocates. Quick worked closely with Shubeck when he chaired a debt-reduction



campaign for Our Lady of Perpetual Help Parish in Bernardsville, NJ, a Ruotolo Associates' client. Shubeck oversaw the project, which exceeded goal and raised more than \$4 million.

"I greatly respect Theresa as an extraordinary fundraising executive and consultant who truly brings honor, dedication and distinction to the profession," said Quick in his letter nominating her for the award. "What struck me above all was Theresa's professional integrity and personal commitment to us and our campaign. She understood that we must succeed, and she worked tirelessly to counsel, advise, encourage and facilitate our success. Her extensive body of knowledge and experience was evident as she guided us in implementing best practices and positioning our parish for long-term financial health."

In accepting the award, Shubeck shared a story about her mother, who is recently deceased. "After my mother became ill, she tucked a message to us where she knew we would later find it," Shubeck shared. "She wrote, 'The best honor you can give me is to be good to those around you.' With great humbleness, I suggest that is at the essence of philanthropy, simply but profoundly stated. We, as individuals, a community and a culture, should be good to those around us."

Shubeck is the second member of Ruotolo Associates to win the prestigious Robert J. Smythe Award. Ruotolo received this distinction in 2005.

Shubeck resides in Linden, N.J., with her daughter. She is currently a Board member of AFP-NJ and is a former Board member of Morris Habitat for Humanity. At St. Michael's School in Cranford, she is involved in the Children's Liturgy program. Shubeck also speaks at seminars for prospective adoptive parents through Families thru International Adoption and volunteers with Families with Children from China.

ABOUT RUOTOLO ASSOCIATES, INC.

Ruotolo Associates has been providing philanthropic counsel since 1979. Its mission is to assist non-profit leaders in making the critical decisions that will affect the future of their institutions. With headquarters in the greater New York area and divisions in New England, Washington, D.C. and Midwest regions, Ruotolo Associates has served a wide range of clients in the fields of religion, education, health care, social services, the arts and politics.

Equipped with a cadre of highly energized, talented professionals with specialized credentials, Ruotolo Associates demonstrates a proven track record, distinguished by individual attention and sensitivity to client needs. The hallmark of Ruotolo Associates' service is the ability to successfully counsel institutions in meeting their unique needs

Ruotolo Associates is a member of the Giving Institute: Leading Consultants to Non-Profits, the Association of Fundraising Professionals, the International Catholic Stewardship Council and the National Catholic Development Conference.