



**Peter Frumkin, PhD, Founding Research Director, Satell Institute & Professor; Mindy and Andrew Heyer Chair in Social Policy; Faculty Director, Center for Social Impact Strategy; Director, MS in Nonprofit Leadership Program, University of Pennsylvania**

Dr. Peter Frumkin is the Founding Research Director for the Satell Institute. He is also Professor of Social Policy & Practice and holds the Mindy and Andrew Heyer Chair in Social Policy. He is Faculty Director of the Center for Social Impact Strategy and Director of the Nonprofit Leadership Program.

His research and teaching focus on philanthropy, nonprofit management, and social entrepreneurship.

Dr. Frumkin has written articles on all aspects of philanthropy, including the formulation of grantmaking strategy, the changing profile of major individual donors, theories of philanthropic leverage, the professionalization movement within foundations, and other topics. His book, *Strategic Giving: The Art and Science of Philanthropy*, was published by the University of Chicago Press in 2006. It has been touted by reviewers as the “benchmark text for the field” and “the most penetrating exploration of contemporary philanthropy now available.” He has lectured on philanthropy at meetings of grant makers in the U.S. and abroad and served as a consultant to foundations and individual donors on strategy and evaluation.

Dr. Frumkin is the author of *Building for the Arts* (co-authored with Ana Kolendo; University of Chicago Press, 2014), which considers the management challenges associated with the recent cultural building boom in America. Dr. Frumkin’s *On Being Nonprofit* (Harvard University Press, 2002) won the best book award from the Academy of Management’s public and nonprofit section. This book considers the changing roles and responsibilities of nonprofit organizations in American democracy and the evolution of public policies shaping the sector’s growth. He has also authored numerous articles on topics related to nonprofit management, including ones focusing on compensation policies in nonprofit organizations, the effective deployment of volunteers, the impact of fundraising strategies on nonprofit revenue generation, nonprofit accountability systems, and the effects of public funding on nonprofit mission definition.

In 2010, two books by Dr. Frumkin were published: *Serving Country and Community* co-authored with JoAnn Jastrzab (Harvard, 2010), which examines the effectiveness of the national service programs AmeriCorps and VISTA, and *The Essence of Strategic Giving: A Practical Guide for Donors and Fundraisers* (University of Chicago Press, 2010), which provides a roadmap for how to improve the effectiveness of philanthropy. *The Strategic Management of Charter Schools* (Harvard 2011), which Dr. Frumkin co-authored with Bruno Manno and Nell Edgington, develops a systematic way of thinking about and handling the many management challenges associated with starting and sustaining a charter school.

Prior to coming to Penn, Dr. Frumkin was Professor of Public Affairs and Director of the RGK Center for Philanthropy and Community Service at the Lyndon B. Johnson School of Public Affairs, University of Texas at Austin. He has taught at Harvard University’s John F. Kennedy School of Government and served as a senior fellow at the New America Foundation. Before academics, Dr. Frumkin worked as a foundation program officer, a nonprofit manager, and as a program evaluator in both nonprofit and public agencies. Dr. Frumkin received his PhD in sociology from the University of Chicago.



**J. Mark Baiada, Founder & Chairman, BAYADA Home Health Care**

J. Mark Baiada founded BAYADA Home Health Care in 1975 with the mission to help people have a safe home life with comfort, independence, and dignity. Four decades later, BAYADA has grown from its humble beginnings to become a global leader in home health care serving clients from more than 345 offices in 22 states with locations in Canada, Germany, India, Ireland, New Zealand, South Korea, and the United Kingdom.

In early 2019, Mr. Baiada, now Chairman of BAYADA, oversaw the company's transition to a nonprofit organization. Unprecedented in the industry, the transition was made to ensure BAYADA's mission, purpose, and business model would endure, and to help BAYADA realize its vision of helping millions of people worldwide experience a better quality of life at home.

Prior to the company's nonprofit transition, in November 2018, Mr. Baiada divided \$20 million of his personal funds among current and long-time former employees as a Gift of Gratitude for the work they've done over the years to make BAYADA what it is today. This unexpected gesture was a token of his appreciation and a reflection of just how much he values the commitment each and every employee has made to upholding BAYADA's mission.

The values Mr. Baiada learned from studying such role models as Benjamin Franklin, Andrew Carnegie, and St. Francis of Assisi, guided him to success as a family man, businessman, and philanthropist. Honored as an Ernst & Young "Entrepreneur of the Year" for the Philadelphia region, Mr. Baiada credits much of his success to his belief: "Think big. Work hard. Show love." He also credits his company's consistent growth to his people-first focus—hiring like-minded and like-hearted people who share in his vision and providing them with the support to achieve great things.

His contributions to the advancement of health care and nursing were recognized by the University of Medicine and Dentistry of New Jersey (UMDNJ) School of Nursing with the Visionary Leader Award in 2012.

Mr. Baiada is also a published author, having written a chapter entitled "Beyond Medicare-Certified Home Health Services: An Overview of Other Types of Home Care Services" for the *Handbook of Home Health Care Administration Sixth Edition*.

Mr. Baiada's work as a humanitarian has been recognized with various honors, including the 2019 President's Award from the Nursing Foundation of Pennsylvania; 2018 Judge Lois G. Forer Child Advocacy Award ; 2017 Martha Esposito Award from the Home Care & Hospice Association of NJ; Distinguished Graduate Award from the Archdiocese of Philadelphia's Office of Catholic Education (OCE), Business Leadership Organized for Catholic Schools (BLOCS), Faith in the Future (FIF), and Independence Mission Schools (IMS) in 2017; the Legacy of Giving Award from the Community Foundation of South Jersey in 2016; the Private Sector South Jersey of the Year award from the Senator Walter Rand Institute for Public Affairs and induction into the Rutgers Hall of Distinguished Alumni by the Rutgers University Alumni Association in 2015; the Heroes of Hope award from Greater Delaware Valley Chapter of The ALS Association and the VNA Caring Award from the Visiting Nurse Association of Greater Philadelphia in 2014; the Richard J. Hughes Humanitarian Award from Catholic Charities, Diocese of Trenton and the Kaleidoscope Award for Community Service from the Alzheimer's Association Delaware Valley Chapter in 2013; the induction into the Hall of Fame from the National Association for Home Care and Hospice in 2012; the Golden Lion Award from the Sons of Italy Foundation in 2008; the 75 Greatest Living Philadelphians from the Philadelphia Eagles in 2007; the Work of Mercy Award from Mercy Vocational High School in 2006; the Cradle of Liberty Award from Boy Scouts of America in 2006; the Light of Hope Award from Catholic Charities in 2005; and the Helms Award from Goodwill Industries in 2005. Most recently, Mr. Baiada and his wife Ann Claffey Baiada, RN, CRRN, were recipients of the 2021 Lifetime of Service and Achievement Award from Chestnut Hill College.

Organizations in which Mr. Baiada has been actively involved, include: Gatti-Morrison Construction Services, King of Prussia, PA, 1980 to present; Cornerstone Bank, Moorestown, NJ, 1999 to present; Joint Commission on Accreditation of Healthcare Organizations' Home Care Advisory Board, Oak Park Terrace, IL, 1999 to 2008; Loyola University in Maryland, Baltimore, MD, 2000 to 2008; University of Pennsylvania School of Nursing's Board of Overseers, Philadelphia, PA, 2000 to 2013; and the School of Business, Rutgers University's Executive Advisory Council, Camden, NJ, 2001 to present; Drexel University College of Medicine, Philadelphia, PA, 2002 to 2006; and University of the Arts Parents Council (co-chairperson), Philadelphia, PA, 2006.

Mr. Baiada received the degree of doctor of humane letters, honoris causa from Drexel University, a doctor of laws, honoris causa from Neumann University, a master's degree from Rutgers Graduate School of Business, and a bachelor's degree from Rutgers College. Prior to founding BAYADA, Mr. Baiada was a market researcher for Avon Products, New York, NY and the American Thread Company, Stamford, CT. Of all his successes, Mr. Baiada considers his family to be his greatest achievement. Residents of Moorestown, NJ, he and Ann have five children and 11 grandchildren.



### **Keith Leaphart, MD, Chair, The Lenfest Foundation & CEO & Founder, Philanthropi**

Dr. Keith Leaphart is an innovator whose expansive, parallel careers in medicine, business and philanthropy have galvanized daily consideration for what kind of leadership is necessary to inspire new norms of community activism and personal charitable giving impact. As physicians are tasked to help direct supporting staff to help manage and treat patients, so is the role of big philanthropy in enhancing personal charitable giving.

The industry has historically empowered large philanthropic donors to afford a personal foundation using a traditional donor advised fund; however with individuals making up 69% of all giving, the power to fuel sustainable communities still lies in the individual. Dr. Leaphart believes everyday people, more than foundations or corporations, should be given every opportunity to optimize their philanthropic imprint.

Through his service as a board member and current Chair of The Lenfest Foundation, Dr. Leaphart has a deep understanding of the philanthropic ecosystem; its advantages, and its most under-maximized assets. To that end, in 2018, Dr. Leaphart assembled a talented team at Philanthropi, a fintech individual giving solutions provider that offers a personal giving account, Impact Account™ to enable the everyday giver to support their nonprofit organizations. The company was just featured by [Forbes in an article on three innovative approaches to workplace giving](#).

It's with a goal to maximize donor dollars and deepen the connection to nonprofits that Philanthropi enlists its current partners to personalize giving. Now live with clients ranging from venture capital firms like First Round Capital, digitally focused, FDIC-insured bank serving customers across the country, Live Oak, to a large non-profit public health institute Public Health Management Corporation; Philanthropi is focused on enhancing personal charitable giving and accelerating the funds to nonprofits while amplifying collective impact.



### **Rodger Levenson, Chairman, President & CEO, WSFS Bank**

Rodger Levenson is Chairman, President and Chief Executive Officer of WSFS Financial Corporation and its primary subsidiary, WSFS Bank.

Mr. Levenson has been a member of the WSFS Executive Management team since joining the Company in 2006. He has held several leadership roles at WSFS including Executive Vice President (EVP) and Chief Operating Officer from July 2017 to December 2018, EVP and Chief Corporate Development Officer from June 2016 to July 2017, interim EVP and Chief Financial Officer from April 2015 to June 2016, and EVP and Chief Commercial Banking Officer from November 2006 to April 2015.

Prior to his WSFS tenure, Mr. Levenson was a Senior Vice President at Citizens Bank—from 2003 to 2006—and a member of its regional senior leadership team. He began his banking career in 1986 in Philadelphia at CoreStates Financial (now part of Wells Fargo) where he led several business units over 17 years.

An active member of the Greater Delaware Valley community, Mr. Levenson lends his experience and expertise to several local not-for-profit and public-private organizations that promote economic development, affordable housing, and access to quality education for children. His community service spans memberships on several Boards of Directors, including The Chamber of Commerce for Greater Philadelphia and Delaware State Chamber of Commerce. He also serves as a member of the Delaware Business Roundtable and Children's Hospital of Philadelphia (CHOP) Corporate Council. An Executive Board Member of The Wilmington Alliance, Mr. Levenson also champions the revitalization and economic growth of Wilmington, Del., where WSFS was founded and remains headquartered. Mr. Levenson was the Chairman of the Delaware Bankers Association from 2014 to 2016 and served its Board from 2011-2016. He also served on the United Way of Delaware Board of Directors from 2009-2020.

A native of Broomall, Pa., Mr. Levenson earned a Master of Business Administration from Drexel University and a Bachelor of Business Administration in Finance from Temple University. He reinforced his leadership experiences with certifications from The Wharton School at the University of Pennsylvania, Center for Creative Leadership, and Harvard Business School. Mr. Levenson and his family reside in Greenville, Delaware.



### **Lauren Swartz, *President & CEO, World Affairs Council of Philadelphia***

Lauren Swartz leads the World Affairs Council of Philadelphia as President and CEO. The organization provides strategic, non-partisan speaker programs, youth education, leadership training, and unique travel opportunities worldwide. The organization hosts heads of state, private sector leaders, international experts, Nobel Prize winners and more to advance their motto: “Democracy Demands Discourse.” They provide globally minded youth education programs to nearly 3,000 students annually, including model UN programs.

Previously, she was Deputy Commerce Director of International Business & Global Strategy for the City of Philadelphia. With a focus on global business attraction, foreign direct investment, and promoting exports, her work created hundreds of jobs and strengthened the local economy. She crafted the global strategy for Philadelphia and hosted delegations, diplomats, business and investors from abroad, and represented the City of Philadelphia worldwide.

Ms. Swartz has also served as the Deputy Director at the trade association, Food Export USA – Northeast, working to promote U.S. exports in over 40 countries around the world, producing over \$500 million in export sales annually. She has experience running her own consulting firm specializing in international project management and food marketing. She has lived and worked abroad in Copenhagen and London.

Ms. Swartz is the Honorary Consul of Sweden for Pennsylvania, serving as the Swedish government’s liaison to the state. She serves as a Board Member for the following organizations: Leadership Philadelphia; Women Against Abuse; Philadelphia Convention & Visitors Bureau, the Satell Institute, the Fund for Girard College and Global Philadelphia Association. She is a member of the Sunday Breakfast Club and the Forum of Executive Women. She also serves on Pennsylvania Advisory Committee for the U.S. Global Leadership Coalition.

She earned a B.A. in Communications at Randolph-Macon Woman’s College with minors in Business Economics, Spanish and Philosophy. Ms. Swartz is an accomplished speaker at conferences and events around the world. Awards include “40 Under 40” Honoree in 2019 from the Philadelphia Business Journal and Temple University’s Fox School of Business International Business Partner of the Year in 2016-2017. She speaks some Danish and Spanish and has traveled for work and pleasure to over 25 countries.



### **Richard Vague, *Entrepreneur, Author, and Community & Civic Leader***

As the author of *A Brief History of Doom* (2019) and *The Next Economic Disaster* (2014), Richard Vague established himself as a clear and independent voice in the ongoing conversation about the role of private sector debt in the global economy. And now, new from The University of Pennsylvania Press, Mr. Vague’s *Illustrated Business History of the United States* offers a more general audience a clear-eyed view of 250 years of wealth creation and the people and personalities who drove that growth — and hold it today. Following a career that has spanned fields as varied as banking and energy, credit, and the arts, Mr. Vague has served since 2020 as Secretary of Banking and Securities for the Commonwealth of Pennsylvania.

Mr. Vague also serves on the University of Pennsylvania Board of Trustees and the Penn Medicine Board of Trustees, and on a number of business boards. He is chair of FringeArts Philadelphia, chair of the University of Pennsylvania Press, and chair of the Innovation Advisory Board of the Abramson Cancer Center. He also serves on the Governing Board of the Institute for New Economic Thinking.

Mr. Vague is the founder of the economic data service Tychos ([tychosgroup.org](http://tychosgroup.org)) and the email newsletter service [Delanceyplace.com](http://Delanceyplace.com), which focuses on nonfiction literature.