

# Detroit Nonprofit Day: Securing Corporate Sponsorships

## Workshop Description and Facilitator Information

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This session will be a panel discussion with two nonprofit Executive Directors of small organizations who have had unique success receiving funding and developing relationships with area businesses and corporations. They will provide practical advice on how to begin this outreach and what is important to keep new relationships strong and fruitful. Our session will also include two executives from Chase Bank and Masco Corp. They will give insights on what they look for when supporting a new nonprofit and how an NPO can keep the relationship strong and effective. This panel will leave you inspired and provide practical tips on how to gain corporate and local business support for your important mission.

**Moderator: Janette Phillips**      [janette@sharedetroit.com](mailto:janette@sharedetroit.com)  
Share Detroit

Bringing with her a passion for nonprofits that “do good,” Janette Phillips has recently been named the founding executive director of SHARE Detroit, a platform that provides a way to link the needs of Detroit-area nonprofits with residents willing to volunteer elbow-grease, funds or some other resource that those organizations may need.



Phillips brings to SHARE Detroit her seasoned professional experience in both for-profit and nonprofit organizations. In 2020, she created Michigan Nonprofit Development Solutions (MiNDS), an organization that, with the assistance of a small team of development experts in the Detroit area, supports local organizations through each stage of growth, focused primarily on development planning, fundraising, sustainability and visibility in the community at large. SHARE Detroit is a client of MiNDS.

Phillips' was also executive director of the Michigan Council of Women in Technology and the interim executive director and director of development for Mercy Education Project (MEP), leading it to the top-five status on the Impact 100 list of nonprofits in Metro Detroit in 2019.

A graduate of the University of Michigan, Phillips has a BBA in marketing and finance. She has two daughters.

**NPO Panelist:**     **Daniel Washington**     [daniel@nwgoldbergcares.com](mailto:daniel@nwgoldbergcares.com)  
NW Goldberg Cares neighborhood organization

*Daniel is the founder and executive director of NW Goldberg Cares. A life-long resident of NW Goldberg, Daniel has spearheaded the development of four public green spaces. In his work, he has championed grassroots community development led by residents in an underserved and underrepresented community. With an education from Wayne State University - the 28-year-old has years of experience in marketing and communications during his time in corporate.*



**NPO Panelist:**     **Tracey Cooley**     [tracey@sparrowfreedomproject.org](mailto:tracey@sparrowfreedomproject.org)  
Sparrow Freedom Project

Tracey Cooley is the Executive Director of Sparrow Freedom Project. Previously, she was the Executive Director of Hope Against Trafficking. Prior to these positions, Tracey was the co-founder and senior partner at Kevelighan & Kevelighan, PC. She managed the immigration department focused on counseling and representing foreign nationals in all capacities, including victims of domestic violence, exploitation, and human trafficking.

Tracey has more than 22 years of experience advocating for those in need through board positions and volunteering with such organizations as Desert Angels, the Junior League of Birmingham, Bloomfield Hills Schools and Rochester Community Schools. She is considered a Master Global Champion in Diversity and Inclusion and a graduate of the Institute of Healing Racism.



Tracey earned her Juris Doctor from the University of Detroit Mercy, School of Law and a Bachelor of Arts, Magna Cum Laude with Honors in Public Affairs and French from Columbia College in South Carolina.

**NPO Panelist:**     **Denise Steele**     [denise.d.steele@chase.com](mailto:denise.d.steele@chase.com)  
JP Morgan Chase

Denise Steele serves as the Community Engagement Manager, as part of JPMorgan Chase Corporate Responsibility team for the Central Region and is based in Michigan. Her responsibilities include building enduring relationships with community stakeholders in support of the firm's efforts to drive positive, lasting community-centered impact.



Fueled by her passion for helping others, she works on a national level supporting the execution of key community development programs that support financial education, counseling and coaching non-profits in preparing families for sustainable homeownership and financial sustainability.

Denise's 30 plus year career includes 17 years of community lending, development and nonprofit engagement. She is a proven leader in the community, engaging key stake holders and centers of influence to champion change and spearheading a variety of community collaborations.

Denise serves on several Boards and Committees including current Board Chair of the Wayne County CRA Associations and Co-Chair of the Oakland CRCA Association. She also serves on national Workgroup for the Center for Disability-Inclusive Community Development (CDICD) managed by the National Disability Institute (NDI).



**SUE SABO, DIRECTOR—COMMUNICATIONS AND CORPORATE GIVING, MASCO CORPORATION**

Sue Sabo was appointed Director – Communications and Corporate Giving in February 2014 and is responsible for setting and implementing the strategic direction of Masco's internal and external communications, and ensuring that all communications reflect the quality, culture and personality of the Company. In addition, she develops the strategic focus of Masco's philanthropic endeavors and implements it through community outreach.

Prior to this appointment, Ms. Sabo held the position of Manager-Corporate Communications. During her 40 years with Masco, she has held a variety of positions including Manager-Investor Relations.

Ms. Sabo serves on the Board of Directors for Methodist Children's Home Society, Livonia Chamber of Commerce and Northville Chamber of Commerce. She also serves on the Advisory Board for Fish & Loaves Community Food Pantry and Beaumont Health (Farmington Hills) Community Advisory Board. She is active in numerous community service initiatives, including representing Masco in its charitable and community engagement.

Ms. Sabo has a Bachelor of Science degree in Finance from the University of Detroit Mercy. She is married and has two sons.