



## **Friends help friends raise funds**

Crain's Chicago Business

May 28, 2013

Some notable Chicago names and their friends are getting ready to put their feet up after a busy May.

Johnson Publishing's Linda Johnson Rice and Desiree Rogers, Chicago Cultural Affairs adviser Nora Daley and business owners Trisha Rooney Alden, Estelle Walgreen, Neal Zucker and Marko Iglendza have sat together at tables throughout the month, all to support each other's causes.

It's hard to imagine so many chicken dinners. Thankfully, exercise was included as they took part in a walk-a-thon in the middle of it all.

On May 4, the close-knit bunch attended the Steppenwolf gala, which raised \$1.1 million. Ms. Daley is board chair of the theater company.

They stopped by a May 6 fundraiser at Gordon Tech High School, where another friend, philanthropist Dia Wiel, is board chairman. Ms. Alden helped plan the event.

On Mother's Day, they walked the Susan G. Komen Race for the Cure to honor Ms. Daley's late mother, Maggie Daley.

On May 16, most of the same crowd attended the inaugural gala for A Better Chicago, founded by Liam Krehbiel, who a year ago hosted them at his family's castle-turned-hotel, Ballyfin.

The fundraiser, which featured fried chicken on the menu, grossed \$1 million thanks in part to out-of-this-world auction items. A stay at Ballyfin went to Ms. Wiel for \$35,000. And philanthropist and good friend M.K. Pritzker, wife of venture capitalist J.B. Pritzker, got the top bid — \$50,000 for a five-day trip to Chelsea Plantation in Beaufort, S.C., featuring face time with actor Bill Murray.

On May 18, they cheered "Bear Necessities" and other familiar music from a small performance of "The Jungle Book," the Goodman Theatre's latest production. That event raised \$1 million. Mr. Zucker and Ms. Wiel are on the theater company's board.

Whether talking about business or civic board work, "we love to be together and make a difference. We really are very close friends to each other through it all," says Ms. Rooney, CEO of R4 Services LLC, a records-management company. "The bottom line is we love to work hard and make a difference individually and collectively. And we laugh a lot."