

Fundraising go-getter with impressive and measurable results. Award-winning writer and editor with publications, content marketing and grant writing background. Secured more than \$7 million in grant/contract awards, gained a 67% to 72% increase in web traffic through content and SEO for two websites, and editor for four national health care magazines. Seeking to leverage winning track record for the right organization.

Career History

CEO/President

KavCom: Conscious Communications, 1997 to present

Founder and principal of grant-writing, public relations, marketing, and communications group. Purposely scaled down to a sole proprietorship to work on contract and as a freelancer with a client list primarily focusing on nonprofit organizations, healthcare professionals, and eco-conscious companies. Notable recent accomplishments include, but are not limited to:

- As executive director for the Arizona Peer and Family Career Academy (AzPFCA), I transitioned the organization from an Arizona State Medicare Program to an independent nonprofit with an initial budget of over \$1 million.
- Secured major gifts and grants above \$850,000 for Family Promise.
- Set fundraising records as executive director for two Mothers Against Drunk Driving offices in Arizona.
- Trained the board executives of Billy's Place, Habitat for Humanity, and AzPFCA in fundraising and strategic planning.
- Raised thousands of grant dollars and generated the ability to launch the Neurodiversity Education and Research Center in Phoenix, AZ.
- Hired as the first-ever executive director for the Arizona Chapter of Conscious Capitalism while securing hosting privileges for the international annual conference and launching the first Fast-Start Collegiate competition for business scholarships in AZ.
- Raised more than \$2 Million for a local I/DD collaborative in response to a funding proposal from the state.
- Five-Year Grant/Proposal Accomplishments
 - \$450,000 — Credit Counseling of Arkansas (October 2022)
 - \$600,000 — Arizona Peer and Family Career Academy, combined grants and contracts (July 2021)
 - \$1.5 Million — Arizona Cooperative Therapies, contract with State (February 2021)
 - \$30,000 — Sierra Winds Senior Living (April 2020)
 - \$500,000 — Conscious Capitalism Arizona (April 2019)
 - \$853,000 — Family Promise (June 2019)
 - \$14,000 — Billy's Place (October 2018)
 - \$31,500 — Science Prep Academy (March 2018)
 - \$141,000 — One Step Beyond (April 2017)

Director of Philanthropy

Family Promise of Greater Phoenix, 2019

Family Promise provides shelter and food for homeless families and their pets.

- Wrote and edited scripts for special events, content, and online marketing, including social media, proposals for major gift solicitations, and grants for State, City, and foundation consideration.
- Strategized a three-year outreach and communications plan to increase fundraising.
- Achieved annual revenue goals within six months.

Executive Director

Conscious Capitalism Arizona, 2018

“Work as a force for good”-centric company including widely diverse members of Local First Arizona, Goodman’s Interior Structures, Grand Canyon University, WebPT, and Keiser Co.

- Wrote the winning proposal to secure Phoenix as the location for the national 2019 conference.
- Created content marketing for social media, website, podcast interviews, printed collateral, and blogs.
- Edited board communiqués.
- Created and implemented collaborative fundraising events.

Director of Communications and Development in Arizona

One Step Beyond, Inc., 2016

Company providing habilitation and education services to young adults with identified intellectual disabilities. Four campuses in Phoenix

- Raised \$362,000 through fundraising, increasing special event revenue by 80%.
- Directed communications and development for three campuses.
- Attained 83% of annual fund goal by the middle of the third quarter.
- Wrote and secured grant funding from Maricopa County; Cities of Surprise, Peoria, and Glendale; Thunderbirds Charities; Phoenix Suns; University of Phoenix and AZ Cardinals; Molly Lawson Foundation; Walmart; AZ Sports and Tourism Authority, and many more.

Director of Donor Communication and Development

Verde Valley Habitat for Humanity, Inc., 2014 - 2015

Chapter in northern Arizona for the national organization providing housing opportunities to low-income families.

- Established first formal development department, implementing communications and fundraising plan for 2015-2016.
- Implemented donor software and donor communications.
- Wrote annual appeals, monthly newsletter, and content for the website.
- Trained board in governance and fundraising.

Executive Director, State of Arizona

Mothers Against Drunk Driving (MADD), 2013

National organization to bring awareness to the consequences of drunk driving.

- Represented MADD as the key writer and spokesperson, appearing regularly on TV/radio.
- Record revenue for WALK Like MADD, victim advocacy, and victim impact panels.
- Multiple coalition involvement, law enforcement partnerships, and government advocacy.
- Wrote and secured both federal and state grants.

International Executive Director

The Milton H. Erickson Foundation, 2011-2012

Behavioral Health NPO educating psychiatrists, family practice MDs, psychologists, and social workers on more effective psychological treatments. One-hundred and twenty-three international sites.

- Writer for many psychotherapy publications and conference proceedings.
- Editor for all published books and newsletters.
- Lead executive for a capital campaign, writing grants, video scripts, and supporting collateral.
- Founded museum and library archives in the home of Milton Erickson.

Vice President of Communications and Marketing

A.T. Still University, 2007-2011

The founding college for osteopathy headquartered in Kirksville, Missouri. Led a creative team to drive and increase student enrollment and major donor gifts.

- Increased public dental clinics patient visits by 30%.
- Public relations visibility jumped by 40% in a 2-year period and TV coverage by 75%.
- Launched the first online marketing program for Arizona School of Health Sciences.
- Wrote 5-Year Strategic Communications & Marketing plan for all seven colleges in 2011.

Director of Development and Marketing

Sonoran College of Health Sciences, 2005- 2007

One of only four Naturopathic Medical schools in the nation at the time of my employment.

- Developed magazine, donor newsletter, and online news publication.
- Created and designed four new websites.
- Wrote grants, solicited major gifts, and executed special events, raising \$1,500,000 in '05 (including a \$1 million gift), \$500,000 in '06, and \$898,000 in '07.
- Launched the Murphy Education and Health Center in South Phoenix School District #21.

Editor and Publisher

Virgo Publishing and Gannett Media, 2000 - 2004

Editor and publisher for several healthcare magazines.

- Developed marketing, editorial, and design of four magazines.
- Sold display advertising with average annual revenues of \$350,000.
- Won Mature Market Media award for journalism in 2002.

Education

M.A. Divinity; Unity Seminary & Institute

M.A. in English (12 hours toward completion) University of Missouri - Kansas City, MO

Certification in Secondary Education

B.S. Communications; Northwest Missouri State University