

## AFP South Sound Mentor Bios for 2019 Summer Cohort

### Jim Greenfield, ACFRE, FAHP

Jim Greenfield's 40-year fundraising career included three Universities and five hospitals on the East and West Coasts of America. He retired from Hoag Memorial Presbyterian Hospital in Newport Beach, California in February 2001 after 14 years as Senior Vice President, Resource Development and Executive Director, Hoag Hospital Foundation where more than \$150 million was raised. The author and editor of ten books and more than 40 articles and chapters on fundraising management, he is among the first to tackle measuring fundraising performance for effectiveness and efficiency. He continues to pursue these topics as a member of the AFP Growth in Giving Initiative and Fundraising Effectiveness Project.

#### *Areas in which Jim can provide guidance:*

Career Development	Donor Relationships/Stewardship
Annual Giving	Capital Campaigns
Board Relationships/Governance/Training	Strategic Planning
Volunteer Management	Ethics
Planned Giving	Corporate Relations/Sponsorships

### Laura Edman, CFRE

15 years as a consultant (VP with The Alford Group); 21 years in pretty much every fundraising position imaginable with the University of Puget Sound and MultiCare Health System. Laura is nearly a life-long resident of Tacoma, is married with two grown children, and an avid vacation cyclist. You can also look up Laura's bio at [www.Alford.com](http://www.Alford.com).

#### *Areas in which Laura can provide guidance:*

Career Development	Donor Relationships/Stewardship
Annual Giving	Capital Campaigns
Major Gifts/Prospect Research	Board Relationships/Governance/Training
Grant Proposals/Case Development	Grant Proposals/Case Development
Special Events	Volunteer Management
Ethics	

### Kari Young

Kari has a wide variety of experiences from volunteer management, grant writing, special events, corporation and foundation funding, major gifts and leading a development team. She has done a bit of it all. She's worked in development for 15 years. Kari and her husband have two little kiddos (almost 3 and 5). Her husband is a veteran working in the medical field and they live in lovely Parkland. Their talkative husky keeps them busy when the kids are sleeping. Kari loves nothing more than getting to help others through some of the barriers she has struggled through in this field!

#### *Areas in which Kari can provide guidance:*

Career Development  
Annual Giving  
Major Gifts/Prospect Research

Donor Relationships/Stewardship  
Capital Campaigns  
Special Events

Laurel Carlyle

Laurel has extensive sales experience meeting face to face. She's been with World Vision for the past 11 years. She has transitioned to fundraising exclusively over the phone and found that her sales skills are transferable to this work. Her gift is establishing trust and rapport. Nothing brings Laurel more pleasure than enabling the donors she works with to share their heart. She enjoys empowering people to connect with their passion in supporting meaningful causes. Laurel lives in the Proctor neighborhood and is a Tacoma native. She enjoys sharing her experiences and strengths with others seeking to be their best.

*Areas in which Laurel can provide guidance:*

Donor Relationships/Stewardship  
Strategic Planning  
Telemarketing/Direct Mail Outreach

Jill Rose, CFRE

I have over 25 years of development experience, working primarily in grassroots social service and social justice organizations. I bring diverse fundraising skills specializing in program management, fundraising, communications, and organizational leadership. In addition to my current position at PCAF, my career includes leadership positions at Casa Latina, Passages NW, Harmony Hill, Stonewall Youth and the YMCA. I serve as the Development and Communications Director at PCAF (Pierce County AIDS Foundation). I received a BA from the Evergreen State College with an emphasis on Community Studies and Social Work. I am an active volunteer and board member for Camp Victory for Children, serve as the Education Committee Chair on the Executive Committee of the South Sound Partners for Philanthropy, and am on the board of the Nonprofit Leadership Conference for Coastal and Southwest Washington. In my spare time, I enjoy travel and rockhounding adventures with my partner, live music, and gardening.

*Areas in which Jill can provide guidance:*

Career Development  
Board Relationships/Governance/Training  
Marketing/Communications  
Ethics

Donor Relationship/Stewardship  
Grant Proposals/Case Development  
Special Events  
Any other area that she could be helpful

Lee Warnecke, Major Gift Academy Veritus Scholar

I've worked in fundraising for 10 years. Today, I meet with Puget Sound University alumni and parents to request major gifts in support of our higher education fundraising objectives. Before this work I supported capital campaigns, managed annual fund solicitations, pestered businesses for sponsorships, and wrangled farmers. I enjoy fundraising and believe it is a

career with room to grow and endless possibilities to make a positive impact in the lives of others. I am grateful to AFP for the connections and professional development opportunities provided to me as I have grown as a fundraiser. So, I am here to explore the questions of a mentee and challenge them to be bold as they chart their career or tackle their daily to-do list. I think we both have an opportunity to learn and improve our work along the way.

*Areas in which Lee can provide guidance:*

Career Development

Grant Proposals/Case Development

Strategic Planning

Planned Giving

Major Gifts/Prospect Research

Donor Relationships/Stewardship

Capital Campaigns

Annual Giving

Al Hove, J.D.

My fundraising career spans more than 30 years. This work includes the management of capital campaigns for Bellarmine Preparatory School (STAFF: Yrs. 2013-2017, achieving stretch goal of \$8.5M and building a new campus center); Tacoma Community College (STAFF: Yrs. 2004-2006, exceeded our \$7M capital goal by \$3M); and, at Pacific Lutheran University (STAFF: Yrs. 1982-1990, surpassing \$50 million capital goal). Other notable successes included campaign consulting on behalf of a diverse group of community colleges located throughout the U.S (Yrs. 2006 – 2010). All together, I have served and provided leadership to many wonderful organizations, members of 'their' staff, board and other key volunteers to raise more than \$100 million in philanthropic support for their priority projects.

Having served in the nonprofit world for as long as I have, I am happy to share my experience with others. My mantra is TEACH COACH MENTOR - for these are my personal values and this is why I've volunteered for this mentoring program.

*Areas in which Al can provide guidance:*

Donor Relationships/Stewardship

Capital Campaigns

Strategic Planning

Major Gifts/Prospect Research

Board Relationships/Governance/Training