



July 14, 21 & 28, 2022
AFP Fundamentals of Fundraising Course Presenters



Laura E. Amerman, CFRE

Senior Associate
BLUE CANOE PHILANTHROPY

Laura joined Blue Canoe Philanthropy as a senior associate in July 2020. Before this, she served exclusively as a development practitioner, most recently as the chief development officer of an educational nonprofit in New York City.

She has worked in the nonprofit sector since 2005 for causes including mental health, religion, global relief, healthcare, youth advocacy, and education. Her professional career also includes over 20 years in private sector advertising, corporate communications, healthcare sales, marketing, and training.

Laura's service to our sector includes a recently completed eight-year tenure on the board of the AFP-New Jersey chapter where she served as chapter treasurer and chair of the website and marketing task force. She served two terms on the AFP International Board Nominating Committee and is the current chair of the Marketing and Awards Committee and a member of the Conference Education Advisory Committee.

Laura holds a degree in Anthropology, Archaeology, and Classics, cum laude, from Drew University in Madison, NJ. She received her CFRE credential in 2012.



Lavinia Awosanya, MBA, CFRE

Chief Development Officer

FOOD BANK OF SOUTH JERSEY

In her role as Chief Development Officer, Lavinia Awosanya advances the Food Bank of South Jersey's mission by leading fundraising, marketing and partnership cultivation strategies for the region's largest hunger-relief organization. She also oversees and directs all aspects of donor relations, implementing key strategies for scaling fundraising operations and maximizing results. As a part of the executive team, Lavinia helps shape the strategic direction of the organization with the core mission of feeding residents remaining central to all decisions.

Awosanya joined the Food Bank of South Jersey in 2014, and most recently served as Director of Strategic Partnerships where she headed up corporate partnerships working with national brands and multinational corporations on key philanthropic initiatives. Awosanya is a Certified Fund Raising Executive (CFRE) and holds an MBA with Rutgers University; she also graduated Cum Laude with a B.Sc. in Business Administration from DeVry University. Her earlier experience includes working in London and New York City for one of the world's leading beauty and skincare brands as part of the sales and management team.

In 2020, Lavinia received the Outstanding Fundraising Professional award by AFP New Jersey – Southern Chapter and was also named one of Philadelphia Business Journal's 2020 Women of Distinction. She's a Rotarian and currently serves as Board Secretary for the Maple Shade Rotary Club. She's a member of the Feeding America Network Fundraising Advisory Council, and currently serves on the board of AFP New Jersey – Southern Chapter as the Vice President of Education and Ethics.



John Carno, CFRE

John Carno is a member of the Association of Fundraising Professionals (AFP) since 1988 and a Certified Fund Raising Executive (CFRE) since 1994. John is a Certified Master Trainer by the Association of Fundraising Professionals since 2004. He has extensive experience in fundraising, non-profit management and building strong alliances with individuals, businesses, corporations and foundations to increase philanthropic giving and advance the mission of non-profit organizations.

John's most recent position was Donor Relations Director for The Salvation Army New Jersey Division where he served for nearly 2½ years. Highlights of his long career include Vice President for University Advancement at Centenary University, where he served for nearly 4 years and New Jersey Audubon Society's Vice

President for Development for 15 years. Other fundraising positions included Senior Development Officer at the Summit Speech School for Hearing Impaired Children for 8 years, Director of Institutional Advancement at Felician College, Fundraising Coordinator at Alexian Brothers Hospital, Vice President of Development for the Summit YMCA and Donor Relations Director at Daytop New Jersey. John was Co-Founder of Edanjon, Ltd., a public relations firm and former Director of the Midtown Elizabeth Septemberfest Association.

John received a BA degree, cum laude, in Earth Science with a Liberal Arts Concentration from Kean University in 1985 and has worked with the non-profit sector since graduating. He previously served as Board Member and President of the Association of Fundraising Professionals New Jersey Chapter (AFP-NJ). John has a passion for helping to make the world a better place and while he recently retired, John enjoys sharing his fundraising knowledge with friends and colleagues.



Jeanette Corris

Vice President of Philanthropy

HACKENSACK MERIDIAN HEALTH FOUNDATION

Jeanette Corris is the vice president of philanthropy operations for the Hackensack Meridian Health Foundation, which supports New Jersey's largest health network. In this role, she leads the centralized network operations for the Hackensack Meridian Health Foundation and its affiliates, including information services, finance, donor relations, prospect development and research, talent management and other administrative functions.

Jeanette has a broad background in development, spanning over 25 years of experience in both frontline fundraising and operations, and over 12 years in healthcare fundraising. Prior to Hackensack Meridian Health, she served as assistant vice president at Robert Wood Johnson University Hospital Foundation where she led the major gifts team. In previous positions, Jeanette served as director of corporate and foundation relations, and later senior director of development and vice president of development, at Princeton HealthCare System Foundation where she raised over \$20 million and helped complete a \$171 million campaign to build a new hospital.

Jeanette began her career at Rutgers, The State University of New Jersey, where she started as a grant writer before transitioning to annual giving and eventually taking on the role of executive director, annual giving and reunion campaigns. During her tenure, the Rutgers University Foundation's annual giving program grew more than 100%, annual giving and reunion campaigns were raising about \$14 million annually, and Rutgers Telefund became the highest revenue-generating university phone program in the country and a CASE Accolades Silver Medal Leadership Award recipient.

Jeanette has been a Certified Fund Raising Executive (CFRE) since 2017 and holds both an MBA and EdM from Rutgers, The State University of New Jersey. She lives in East Brunswick, NJ with her husband Rich, daughter Kat, mother Kathy and Onyx the betta fish. In her spare time, you might find her cooking (because she likes to eat good food), gardening (because she needs good ingredients) and walking or kayaking (because she needs to burn off the calories).



George T. Hayes

Chief Consultant

GTH Consulting

George Hayes became a professional fundraiser in 2006 after many years of volunteer work in philanthropy and more than 25 years as a marketing executive working with some of the largest and most successful companies in the world. He has recently retired as an independent fundraising consultant.

Before becoming a consultant, George raised funds for independent schools, serving as Director of Development for Montclair Cooperative School and for Mount Saint Dominic Academy. He is proud of his achievements on their behalf, which include reviving a

moribund capital campaign, building successful development departments, and growing donations to their annual funds.

Prior to his career in philanthropy, as an executive vice president with McCann-Erickson, one of the largest advertising agencies in the world, George advised some highly respected marketers, including Nestlé, Sony, and General Motors. For his work on their behalf, he was recognized by the respected trade magazine *Advertising Age* as a Media Maven, the annual award given to a select group of professionals who have demonstrated innovative approaches to marketing planning and execution.

George has been a member of the board of the New Jersey chapter of the Association of Fundraising Professionals (AFP-NJ) and chair of their annual Conference on Philanthropy in 2018 and 2019. He is a member of the board of directors of Lifewise Digital, an innovative digital advertising start-up. A graduate of Georgetown University, George lives in Nutley, New Jersey, with his wife, Joanne.



Natalie R. Krauser, CFRE

Associate Director of Development

AICHE

Natalie R. Krauser is a Certified Fundraising Executive (CFRE) responsible for increasing individual philanthropy through management of the annual, major and named endowment fund campaigns. Natalie manages the individual giving team, whose roles span development, communications, data integrity and stewardship. Natalie is adept at volunteer and board development, and in collaboration with volunteer leadership, is leading a refresh of the board composition to ensure diversity of thought and experience, while enhancing overall giving.

Before joining AICHE, she focused her activities on raising six and seven figure gifts from corporate donors in support of IEEE educational initiatives for students from high school through university. Natalie also provided strategic counsel and relationship management in support of the IEEE Foundation's first-ever comprehensive campaign while leveraging her marketing background to craft unique and personalized communication pieces designed to steward and elevate major individual donors.

Prior to joining the nonprofit industry, she was responsible for account development for a global travel company. This included sales and marketing for both retail and consumer channels in North America.

Natalie is a Board Member for the New Jersey Chapter of the Association for Fundraising Professionals, one of only five AFP Master Trainers in New York, and former President of Greater New York Mensa. She received a Bachelor of Science, Marketing and Bachelor of Arts, Performing Arts from Alfred University. She is currently pursuing her Master of Science, Nonprofit Leadership & Management from Northeastern University.

Natalie is a member of the Vestry of All Saints' Episcopal Church, in Scotch Plains, NJ and was volunteer campaign chair, successfully endowing her sorority's AKO Womens' Leadership Awards at Alfred University, Alfred, NY. Natalie lives in Westfield, NJ where she raises two daughters, Madelyn and Erin, with their cat Snowball.



Shawna Rodgers

Principal

SILVERSTREET FUNDRAISING

Shawna is a seasoned fundraising professional with demonstrated success in raising millions for universities, healthcare facilities, and other non-profit organizations.

Her experience also includes managing volunteer leaders, leading staff during organizational change, and non-profit board development.

She is principal at Silverstreet Fundraising, which provides affordable fundraising solutions for growing nonprofits.

AFP Fundamentals of Fundraising Course Hosts



Kyle Gardner, CFRE

Director of Direct Response
CHARITY NAVIGATOR

Kyle Gardner, CFRE (he/him) is a dynamic and experienced direct marketing fundraising specialist. He serves as Charity Navigator's Director of Direct Response, managing the organization's donor acquisition, retention, and recapture strategies and tactics to meet annual revenue goals. Kyle is a skilled writer with a proven fundraising track record. He has rich expertise in direct mail, email marketing, and digital advertising.

Before joining Charity Navigator nearly five years ago, Kyle was a fundraiser for progressive political campaigns, party committees, and causes in Kansas and New Jersey. He served nine years as a head counselor for the American Legion's Boys State of Kansas program and four years as a Founding Board Member of Freedom Skate Park in Trenton, NJ.

Kyle received his Bachelor of Arts in Political Science from the University of Kansas. He resides in Hunterdon County, NJ, with his spouse, two children, two dogs, and two cats.



Jennifer M. Vriens, CFRE

Grants Director
JBWS

Jennifer has worked in the field of fundraising since 1999, specializing in women's and social justice issues. Her skills include individual giving, including major gifts, planned giving and annual campaigns, foundation and corporate giving, grant writing, special event planning and execution, marketing and social media, and government relations and advocacy.

She currently serves as Grants Director for JBWS, the domestic violence program for Morris County.

Prior to this, Jennifer served as the Director of Development and Marketing at the YWCA Union County, Union County's domestic violence program, and was previously the Chief Development Officer of the YWCA Princeton.

Continuing her commitment to philanthropy, Jennifer was the founding and Immediate past President of the New Jersey Abortion Access Fund, New Jersey's first state-wide abortion fund. Jennifer also serves on the Board of the New Jersey Chapter of the Association of Fundraising Professionals.

Jennifer has a master's degree in Counseling and a bachelor's degree in Sociology from the University of Delaware and obtained her CFRE in 2011.