

Tamara Wheeler didn't set out to be a fundraiser. She started as a graphic designer — until she realized she cared more about the stories than the specs, more about the people than the pixels, more about the missions than the margins.

That pivot launched 25 years of working alongside some of the most passionate solutionists in the sector — from Mercy Corps to The Nature Conservancy, from Food Banks and Rescue Missions, to children's hospitals — helping nonprofits find more donors, more dollars, and a clearer path to growth.

Today as Principal Strategy Partner at The Atrius Group, she brings that same instinct and experience to leaders who are doing extraordinary work, but running on empty. She knows that feeling personally. She's carried the wrong pack up the wrong mountain. And she's learned — sometimes the hard way — that your mission doesn't need you depleted. It needs your genius.

Tamara serves on nonprofit boards, has led transformational giving teams, and still believes the best part of this work is the moment someone decides to give — because they trust you.

She currently lives in San Francisco where she rides in driverless cars in search of the best sips and bites in the city along with her partner Jon, and a Fluffy French Bulldog called CoCo.