

# JEAN GURNEY & Company, LLC

2214 E. Edgewood Ave. Shorewood, WI 53211, Telephone (414) 964-0810  
gurneyco@milwpc.com

## RESUME

### **JEAN GURNEY & COMPANY, OWNER 2000 -- PRESENT**

With experience in all facets of financial development, I have used my experience in managing a small non-profit organization, my expertise in greatly increasing fundraising results, and my knowledge of the Milwaukee philanthropic community to help organizations:

- Describe mission and programs in a comprehensive and compelling manner.
- Assess fundraising capacity.
- Design and implement fundraising plans.
- Train and organize volunteers to cultivate and solicit donors.
- Write case statements, campaign materials, letters, grant proposals, speeches, presentations, and annual reports to support solicitations.
- Conduct fundraising campaigns where there is no development staff.

**Website:** [www.jeangurney.com](http://www.jeangurney.com).

### **Sample Client List**

- **Milwaukee Wave of Kindness, Inc./now Milwaukee Urban Soccer Collaborative, June 2005 – present.** Set up organizational structure, developed program goals, created an operational plan, and hired staff for this Milwaukee youth soccer outreach agency. Continue in a limited role to manage fundraising efforts.
- **Milwaukee Symphony Orchestra, October 2010 – April 2011.** Wrote major grant proposals including to the National Endowment for the Arts, a proposal which was awarded \$25,000.
- **Next Act Theatre, March – September 2010.** Created a case statement, prospect list, gift table and campaign plan for a \$950,000 campaign to build a new theatre. Solicited the lead gift, \$100,000. Continued to provide assistance as the campaign proceeded; goal was met before the December 31, 2010 deadline.
- **Krause Consultants Ltd., Senior Consultant, July 2005 – December 2009.** Provided fundraising plan development in the strategic planning process for various non-profit clients, such as the Pewaukee Yacht Club, Cathedral Center Homeless Shelter, and Milwaukee Artists' Resource Network.
- **Cultural Alliance of Greater Milwaukee, June 2007 – December 2007; October 2005 – April 2006.** Recently, worked with the Board during a time of executive transition. Earlier, developed and managed a \$235,000 fundraising campaign to support the host portion of expenses for the Americans for the Arts national convention in June 2006.

- **Camps for Kids, February 2006 – July 2007.** Brought structure to and increased fundraising results for resident camp scholarships for low income Milwaukee children. Strategized a short, targeted \$2 million campaign to endow this program.
- **Village of Shorewood, January 2001 – May 2002.** Assessed strategies, support, and potential donors and volunteers in anticipation of a capital campaign. Organized, directed, produced solicitation materials, and managed the successful \$1 million Campaign for the Shorewood Library and Village Center, raising \$1,050,000.

### **Speaking Engagement Topics**

*“Low Cost Fundraising for Small and Medium Libraries,”* UW-M School of Information Studies, March 15, 2007. Similar presentation given for several other Wisconsin library federations.

*“Grant Writing Workshop,”* Cultural Alliance, Milwaukee Arts Board, CAMPAC, and Greater Milwaukee Foundation, February 27, 2007. Similar presentation given for other organizations.

### **Employment Experience**

#### **Milwaukee Symphony Orchestra, Senior Development Officer, May 2003 – June 2005**

Served as a part-time member of the development team to create and initiate a \$15 million “Recapitalization” debt reduction campaign; \$3 million raised in campaign’s first six months. Also solicited major gifts and created a planned giving program; \$1.1 million (42%) increase over 2004-05 annual campaign; 30+ new planned gifts identified.

#### **Milwaukee Public Library Foundation Executive Director, 1995-2000**

Increased contributed income 380% from \$370,000 to \$1.8 million annually, while increasing operating expenses just 10% from \$123,000 to \$135,000. Successfully planned, conducted, staffed, and completed the Central Library Renovation Campaign, raising \$8.1 million. Solicited the lead gift, \$500,000.

#### **YMCA of Metropolitan Milwaukee, V.P. for Financial Development, 1990-95**

Increased annual fund contributions by 30% and number of donors from 10,700 to 14,000.

#### **Milwaukee Symphony Orchestra, Director of Development, Acting Director of Development, Assistant Director of Development, 1984-90.**

Annually raised \$4 million of an \$8 million budget through an annual fund drive, corporate and foundation grants, government grants, and management of good relations with UPAF.

### **Education/ Certification**

AFP Certified Fund Raising Executive, 1990- current  
 B.A. cum laude, Lawrence University, Appleton, WI  
 M.A., Howard University School of Religion, Washington, DC

### **Community Service – Current**

Trustee, Shorewood Village Library Board  
 Director, Friends of Shorewood Library Board  
 Treasurer, Edgewood Place Condominium Association Board of Directors  
 Member, Present Music President’s Council