

Afira DeVries

SUMMARY

High-performing nonprofit executive with 20 years of fund development and operational leadership experience, generating over \$260 million dollars in financial support for five major market United Ways. Nationally recognized for expertise in fund development, investor stewardship, talent development, brand positioning, product development, strategic planning, program management, training and mentoring. Highly effective, passionate and dynamic speaker and advocate for children, families, and communities.

EXPERIENCE

United Way of Roanoke Valley

Roanoke, VA 2015- present

President and CEO

Lead the strategic direction of regional United Way operation, responsible for 31 employees and annual revenues of more than \$6 million. Fund, facilitate and implement community-based initiatives designed to address the holistic needs of families rooted in addressing the social determinants of health.

Key Accomplishments:

- ❖ Developed or refined social programs and initiatives to better focus on measurable outcomes and systemic change, more than doubling grant revenue from \$440K to \$1.3 million in three years
- ❖ Streamlined operational processes, updated benefits package and stabilized fiscal management controls leading to increase efficiency, improved employee morale and achieved a budgetary cost savings of \$80k annually
- ❖ Collaborated with regional agencies to reduce veteran homelessness to functional zero in less than three years
- ❖ Utilizing best practices obtained in the veteran homelessness success, created gap filling initiative designed to permanently re-house homeless students and their families, while addressing underlying causes of instability through a seamless network of coordinated programs, generating \$180K in programmatic revenue in 4 months and successfully stabilizing 50 children in first six months
- ❖ Launched the Pathways Community Care Hub, an initiative designed to address the social determinants of health by streamlining client access to health and social service programs through a single case manager entry point underpinned by data-sharing technology. Secured pilot funding of \$160k in year one, reaching nearly 600 individual clients within the first 12 months of the pilot.
- ❖ Served as a founding member and backbone operation for Roanoke Valley Unites collaborative, an initiative working to drive progress related to social equity, race relations and injustice.

United Way of Tampa Bay/ Suncoast

Tampa, FL

2006-2015

Chief Development and Innovations Officer

Responsible for the strategic leadership and creative execution of fund development objectives including workforce campaigns, major gift and planned giving cultivation, affinity group engagement, corporate social responsibility alignment, direct mail, sponsorships and fundraising events. Additionally responsible for leading cross-functional planning related to community initiatives and internal integration of organizational priorities. Play an integral leadership role in the content development, design and execution of marketing and communications strategies, including cultivation of mutually beneficial relationships with key media partners.

Key Accomplishments:

- ❖ Served as staff co-lead, in partnership with CEO, to drive organizational strategic planning process, resulting in a well-defined and measurable 5-year plan to advance United Way Suncoast's Community Social Impact agenda
- ❖ Successfully lead multi-faceted professional resource development team- generating more than \$175 million dollars in support of health and human service initiatives in the Tampa Bay region since 2006
- ❖ Conceptualized and implemented highly effective, award winning regional "Change the Story" marketing campaign, resulting in a 6% increase in trust as measured by a 2014 United Way Worldwide Tampa Bay regional public opinion poll
- ❖ Lead internal product development process, resulting in two successful primary donor engagement options, United Way Suncoast's *MoneyWorks* and United Way Suncoast's *Early Literacy Initiative (ELI)*, collectively generating nearly \$2 million in new revenues since 2012.
- ❖ Introduced and facilitated the Tampa Bay region's only "Corporate Philanthropy Awards" by engaging the Tampa Bay Business Journal as lead partner and the Tampa Bay Rays as co-sponsor, to honor the local business community for demonstrated social responsibility leadership.

United Way Silicon Valley

San Jose, CA

2002-2006

Vice President Resource Development

Responsible for the development and implementation of strategies and programs intended to engage existing and prospective corporate investors, grantors and major donors. Directed staff, volunteers, and board members in the creation of multi-year recovery planning, including goal setting and trend analysis. Designed marketing and donor/volunteer cultivation strategies to strengthen United Way Silicon Valley's brand position and reengage corporate and individual stakeholders after a damaging episode of financial mismanagement during previous leadership tenure.

Key Accomplishments:

- ❖ Recruited to lead reputational rebound following fiscal crisis, growing annual fundraising revenues from under \$12 million to nearly \$15 million in three years
- ❖ Launched highly successful targeted donor initiatives, Women's Leadership and Young Leaders affinity groups, attracting more than half a million dollars in new donor investments and improved relationships with existing corporate partners
- ❖ Instrumental in strategic planning and rebranding organization as sound community impact investment

United Way of Greater Los Angeles

Los Angeles, CA

2000-2002

Director of Development Public Sector Division

Served as chairperson and lead fundraiser for the largest federated fundraising campaigns in the State of California, Los Angeles County, and the City of Los Angeles, increasing revenues from \$4 million to \$5.6 million. Managed five-person full time professional fundraising staff and ten seasonal staff, providing oversight for campaign planning and implementation of over 180 public sector workforce fundraising efforts.

United Way of Central Massachusetts

Worcester, MA

1998-2000

United Way Campaign Associate, Manager of Combined Federal Campaign

Member of five-person team responsible for raising \$7.3 Million for the Central Massachusetts region

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EDUCATION

Arizona State University **2018- present**
Master of Arts, Sociology (in progress)
Anticipated graduation, Spring 2020

Harvard Business School **2016**
Strategic Perspectives in Nonprofit Management
Culmination of a year-long Executive Leadership Development Program through United Way Worldwide and the Center for Creative Leadership

Cornell University **2013**
Certificate in Executive Leadership
Six course graduate-level business curriculum including Strategic Planning, Project Development, Coaching and Talent Management

University of Indiana, Lilly Family School of Philanthropy **2010**
Graduate, United Way Executive Resource Development Institute
Two-year fellowship for twenty United Way senior executives throughout the nation invited to participate by United Way Worldwide and sponsored by the Eli Lilly Foundation

Averett University **Danville, VA** **1998**
Bachelor of Arts Degree, Political Science

SKILLS AND SPECIALIZED TRAINING

- ❖ Exceptional written and oral communication skills, experienced public speaker
- ❖ Adept at short term and long-range strategic planning and performance analysis
- ❖ Experienced and successful grant writer
- ❖ Consultative sales trainer
- ❖ International Product Development trainer and facilitator for United Way Worldwide
- ❖ United Way Worldwide Fund development mentor
- ❖ Trained in *Bridges out of Poverty* social intervention methodology
- ❖ Trained in *Trauma Informed Care* methodology
- ❖ Visit www.afiradevries.org for samples of recorded speeches and written work

PROFESSIONAL ACTIVITIES

- ❖ United Way Worldwide Executive Resource Development Committee
 - ❖ Board member, Local Colors in Roanoke Virginia
 - ❖ Founding member, Roanoke Valley Unites
 - ❖ Committee member, 2018 Virginia Women's Conference
 - ❖ Advisory Committee Member, Roanoke Valley Regional Commission
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