

Annette R. de Soto

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LEADERSHIP: Executive leadership experience in advocacy, human services, education and the arts

- Provide counsel in strategic planning, board and leadership development, program evaluation, advocacy, and communications to organizations ranging in focus and size from the Children's Defense Fund and the Seattle Public Schools to Lifelong AIDS Alliance and Path with Art.
- More than 20 years of staff development and program management experience, including major organizational restructuring, proactive mentoring relationships, and succession training.
- Served as Executive Director of Friends of the Children, a social venture, start-up mentoring organization for high risk families. In 3.5 years, expanded programs and funding by 400%.
- Accomplished speaker and invited presenter at regional, national and international conferences.
- Experience in strategic planning, board, program and staff development, communications, executive recruiting/hiring, budget, fundraising, benefits, grant and program administration.

STRATEGIC PLANNING, PROGRAM DEVELOPMENT, TRAINING AND EVALUATION: Innovative and replicated program development, training and evaluation experience

- Designed creative program evaluations, research based survey tools, and statistically robust data analysis for organizations of all sizes.
- Led design of evaluation and assessment tools used in program development and strategic planning for major international foundation focused on health and education initiatives in developing countries.
- Developed and led communications, messaging and technology training for major health advocacy, political, education and arts organizations.
- Served as executive director lead on Bain/Bridgespan business development and program replication team for National Friends of the Children and on longitudinal study and program evaluation design teams.

FUND DEVELOPMENT: Record breaking major and planned gifts and foundation grants

As Director of Development at Meany Hall for the Performing Arts:

- Hired a newly expanded development team and realigned organizational development activities to focus on major and planned gifts and corporate partners program.
- Increased board gifts by 54%, annual fund by 25% and average gift size by 32%.
- Created first organizational development, board and community outreach annual plans.

During tenure as Major Gifts Manager at KCTS Television (Seattle PBS affiliate):

- Increased gifts by 35% and dollars raised by 25% and co-authored successful \$11m grant proposal.

- Created Planned Giving annual marketing plan and increased face to face donor/prospect contacts resulting in new Planned and Capital gifts and increased Annual Fund gifts.
- Generated Annual Fund, Planned Giving, and Capital Campaign print and on-air materials.

As Director of Administration and Development at the Center for Human Rights and Constitutional Law:

- Released \$700,000 in previously frozen grant funds during first 6 weeks of employment.
- Wrote successful grant proposals, increasing United Way funding by 22%.
- Managed a grant portfolio (federal, state and private sources) of \$2 million.

EMPLOYMENT:

President and Lead Consultant Beyond the Divide, Seattle 2007 - present

Provide counsel in strategic planning, leadership development, program evaluation, communications, political advocacy and organizing. Recent projects include executive recruitment and hiring (Interlake Childcare and Learning Center), strategic planning (Listen and Talk, Missouri Family Health Council, Path with Art), political advocacy (Children's Defense Fund), and program research and evaluation (Arts Ed Washington, Seattle Public Schools). Multi year projects have included strategic communications in US health care reform based on research by Lake Research Partners and the Herndon Alliance. This project included designing and leading training and briefings for their partners including the AFL-CIO, SEIU, the Clinton and Obama campaigns and the Obama administration.

Director of Strategic Planning The Matala Line, Seattle 2005 - 2007

Provided counsel in strategic planning, communications systems, fundraising, and business development. Clients included the Oprah Winfrey Foundations, UNICEF, Guide Dogs for the Blind and Sound Mental Health.

Executive Director Friends of the Children, King County, Seattle 2001 - 2005

Directed all aspects of organization including program development, strategic planning, fundraising, board, volunteer, and staff development.

Director of Development UW World Series University of Washington, Seattle 1999-2001

Directed all aspects of individual, corporate and foundation fund development and education and community outreach programs.

Major Gifts & Planned Giving Manager KCTS Television, Seattle 1998 - 1999

Developed and managed Planned Giving and Major Gifts Annual Fund programs (FY99 \$650,000). Collaborated on strategic planning and written proposals (individual, corporate and foundation) for Capital Campaign (FY99 \$3 million, FY00 \$11million+).

Director of Administration & Development Center for Human Rights & Constitutional Law, Los Angeles 1997

Responsible for operational and financial management of non-profit legal services organization and two homeless youth shelters.

Head of Lending Services, University of Chicago Libraries, Chicago 1992 - 1997

Responsible for all access and circulation services operations including 5 major public service areas. Managed staff of 80 professional and clerical staff. Developed policy for access and circulation for all University of Chicago libraries. Acted as central contact for Deans, faculty, students and alumni in all privileges matters.

EDUCATION:

BA, 1989, Art History, *University of Chicago*

MA, 1990, History of Western Religions, *University of Chicago*

Ph. D. coursework and research in Ancient Greek Religions, *University of Chicago*

Professional Associations:

American Evaluation Association, BoardSource, Leadership Tomorrow, Alliance for NonProfit Management **Past:** Association of Fundraising Professionals, National and WA Planned Giving Councils, Western States Arts Administrators Association, Arts Alliance.

Volunteer Affiliations:

Current - Seattle Parks – Volunteer Naturalist, University of Chicago, 501 Commons – Springboard for Arts and Culture and Executive Service Corps. **Past** – Central District Forum for Arts and Ideas, Earshot Jazz Board Treasurer, Municipal League of King County, CHA Basketball Coach, Chicago International Film Festival, Travelers and Immigrants' Aid ESL Instructor and various political campaigns.

International Travel and Foreign Languages:

Extensive experience in rural and urban Nigeria and Kenya (family, business, and philanthropic) and moderate experience in Europe and SE Asia. Languages studied include: French, Italian, Igbo, Mandarin. Verbally adept and willing to learn additional languages upon request.