

LOUISE “PUNKY” EDISON

Fund Development Consultant

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QUALIFICATIONS SUMMARY

35+ years of experience in getting things done in the West Michigan community. Collaborative by nature with a track record of tackling new challenges, leveraging growth opportunities, meeting financial targets and successfully achieving goals through creative networking. Ready to support your special projects in planning, execution, strategy, donor relations, stewardship, events, or campaigns.

PROFESSIONAL EXPERIENCE

DEVELOPMENT DIRECTOR, *West Michigan Center for Arts and Technology—2011-2018*

- Developed and managed development plan, growing from \$750,000 to \$1.8 million in 7 years
- Managed successful \$8.5 million capital campaign which allowed WMCAT to move to new space, double in size
- Renewed and developed corporate, foundation, and individual relationships
- Responsible for all aspects of fundraising

DEVELOPMENT DIRECTOR, *Gilda’s Club Grand Rapids —2003-2011*

- Managed a \$1.3 million development plan including annual fund, third party relationships, donor relations, grants and planned giving
- Responsible for event design, management and staffing to generate funds and publicity for the organization’s mission
- Developed and submitted nearly 100 grant proposals, averaging over \$150,000 in funding for 7 consecutive years
- Increased charitable funding from \$800,000 to \$1.3 million in 8 years

DEVELOPMENT DIRECTOR, *Grand Rapids Ballet Company—2002-2003*

- Created and implemented fundraising strategies including corporate underwriting, major donors, grants and annual fund
- Secured corporate sponsorship for three major annual productions
- Increased donor base by 200%

DIRECTOR OF SERVICES, *Arts Council of Greater Grand Rapids—1997-2002*

- Managed Arts Education Program in five area schools districts, reaching 10,000 children annually
- Responsible for awarding \$60,000 in funding throughout a four county region as lead administrator of Michigan Council for the Arts mini-grant program
- Increased member organizations from 35 to 70 in less than 4 years

GENERAL MANAGER, *Grand Rapids Ballet Company* —1993-1997

- Leader of organizational operations including contract negotiations, marketing, budgeting and ticket sales
- Implemented process improvements resulting in a 62% reduction in the company's deficit
- Increased revenue by 300% through incremental sales and charitable funding

PROJECT COORDINATOR, *Project Rehab- Prevention Services* —1984-1993

- Developed and implemented the marketing plan to introduce the *Project Charlie* program through presentations to schools and community groups
- Trained and supervised over 400 volunteers responsible for introducing the program to 40 Kent county schools
- Co-author to a new 5-session parenting program -- *Charlie for Grown-Ups* – marketed nationally

COMMUNITY LEADERSHIP EXPERIENCE

- President, 1995-97, East Grand Rapids Public Schools Board of Education – 1991-99
- Founding Board President, Grandville Avenue Arts and Humanities – 2000-09
- President, 1990-91, East Grand Rapids Schools Foundation – 1983-91
- President, Junior League of Grand Rapids – 1988-89
- Member, Junior League of Grand Rapids – 1979-present
- Grace Episcopal Church Endowment Fund Board – 2005 -- 2011
- Board Member, Michigan Association of Community Arts Agencies – 1999-2003
- President, Association for Retarded Citizens – 1992-94
- Vestry, Grace Episcopal Church – 2001-2004
- Committee Member, Michigan Teenage Institute Planning – 1985-89
- Regional Training Liaison, Association of Junior Leagues International – 1989-90

AFFILIATIONS AND ASSOCIATIONS

- Association of Fundraising Professionals (AFP)
- Women in Development
- Center for Community Leadership formerly Leadership Grand Rapids

AWARDS AND RECOGNITION

- Gala Honoree, Junior League of Grand Rapids - 2019
- President's Award, National Philanthropy Day, AFP West Michigan - 2018
- Dorothy A. Johnson Excellence and Achievement, YNPN Leadership Awards - 2016
- Extraordinary Leader Award, Center for Community Leadership - 2015
- Community Service Award, East Grand Rapids Schools Foundation - 2000
- Betty Ford Community Service Award, Junior League of Grand Rapids - 1992
- Distinguished Service Award, East Grand Rapids PTA Council - 1990

EDUCATION AND TRAINING

- BA Education, University of Michigan
- Planned Giving: Getting the Proper Start, Indiana University Center on Philanthropy
- Benevon/Raising More Money 101 and 201
- Speak Up & Be Effective, Nancy Skinner & Associates
- Measuring Program Outcomes, United Way