



## ANNE M. MAXFIELD, LLC

*Business Established July 2013*

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Combines 17 years of progressive experience producing multi-million dollar results in the 501 [c][3] sector (social services, national health and education) with expertise in operations, fundraising, strategic planning, and tactical implementation. Twelve years producing results in the private sector.

### *Core Competencies and Leadership Strengths Include:*

**Operations:** transition/interim leadership • budget and audit preparation • staff restructuring for operational efficiencies • optimization of staff resources • oversight • fiscal management

**Philanthropy:** connecting donors to mission • major gift strategies and solicitation • grant writing • planned giving • administration/operations • naming rights revenue stream generation • development strategies and plans

**Board/Staff Development & Strategic Planning:** strategic planning • staff and board retreats • governance document development for nascent nonprofits • coaching

BA | Northern Kentucky University | Highland Heights, Kentucky | 1994

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## PROFESSIONAL EXPERIENCE

**Anne M. Maxfield, LLC**, Park Hills, KY

2013 - Present

(Consulting & Implementation helping 501[c][3] organizations grow their mission through operational and fundraising support)

**Owner:** Provide expertise and assistance to boards of directors, executive directors, consultants and development professionals for the smart growth of their mission. Serve as a “leader on call” (interim leadership at any level), external consultant and implementer for any nonprofit experiencing transition or whose development department might need strategic or tactical assistance. Portfolio includes 20 nonprofit organizations.

- Serve as Interim Chief Executive Officer and Interim Executive Director for two Cincinnati nonprofits
- Design comprehensive Fund Development Strategic & Tactical plans (representing 14 methods of active and passive fundraising) for several clients promoting long-term financial sustainability
- Design, develop and implement multiple grantseeking programs
- Write grants, sponsorship, and funding proposals
- Design, develop and facilitate strategic planning sessions
- Design, develop and facilitate board and staff retreats

**VILLA MADONNA ACADEMY**, Villa Hills, KY

2012-2013

(Private, Catholic K-12 coeducational school operating with a ~\$5M budget and 490 students.)

**President/CEO:** Provided direct leadership to a team of five/indirect leadership to 80 for the planning, advancement, strategic direction, instruction and operations of the academy. Reported directly to the Board of Directors and provided oversight for all departments.

- Progress toward K-12 administrative restructuring by unifying the Athletic and Institutional Advancement departments for overall financial sustainability, enrollment growth, operational efficiencies and overall mission fulfillment
- Led the Senior Leadership Team through the overarching vision process -- survey launched resulting in three strategic priorities being identified which can drive a future capital campaign to fund renovation and new construction directly impacting enrollment
- Developed and generated income for two additional revenue streams generating ~\$65K in additional revenue

- Wrote two grants (one family foundation; one community foundation) with both receiving approval

**CLOVERNOOK CENTER FOR THE BLIND & VISUALLY IMPAIRED**, Cincinnati, OH. 2006 - 2012  
(Not-for-profit agency with three locations operating with a ~\$10M budget and 165 employees.)

***Vice President of Fund Development & Community Relations/CDO:*** Provided leadership to a team of three staff and numerous volunteers for fund development, community relations, communications, and public relations. Direct responsibility for establishing all metrics, strategic planning, and implementation of all funding; community and public relations initiatives.

- Increased fund development income by 85% for the Cincinnati market during five fiscal years by implementing a “moves management” strategy with tactics including grant writing, major gift solicitation and annual appeals
- Closed seven charitable legacy gifts for a total value of ~\$5M
- Steady increase in the number of people who were exposed to Clovernook’s mission through speaking engagements, community positions and tours
- Analyzed departmental functions resulting in restructure of the Fund Development department two times during tenure to ensure metrics are set for financial sustainability and the stage set for organizational capacity building; reduced staff size from 5.5 FTE to 3.75 to ensure proper expense ratio and efficiencies

**AMERICAN CANCER SOCIETY**, Birmingham, AL and Florence, KY 2001 – 2006  
(National nonprofit organization in six states with annual budget of ~\$52M – 467 employees.)

***Division Director – Mid-South Division: 5/2004 – 9/2006*** – Provided business development and change management leadership to multiple levels for internal promotion and maintenance of a sales-based environment for mission support. Designed, developed and implemented strategic development and marketing plans to increase income and patient service numbers through the use of a defined sales/donor cultivation process.

- Continued division financial growth via market area income producing events and products. Financial goal met for two FY’s: \$51M for 2004-05 FY and \$52M for FY 2005-06 (total team effort – not personally responsible for results)
- Designed, developed, implemented and facilitated numerous sales courses to better align staff skills with a sales culture. Final rating of 3.8 on a 4.0 scale for success
- Decreased turnover by 10% due to strengthening relationships and providing sales and leadership coaching to internal customers (Executive/Area Directors)

***Executive Director – Northern Kentucky: 5/2001 – 5/2004*** - Provided leadership to eight professionals for successful implementation of fund development program, community relations and patient services/health initiatives for the northern-most thirteen counties in Kentucky.

- Income goal attainment for three straight fiscal years; media hits goal achieved for two fiscal years; patient Service goals also achieved during tenure
- Formed eight partnerships/collaborations with six different organizations for effective program implementation with an end goal of achieving the American Cancer Societies’ 2015 goal and improved public relations
- Continued increase in number of patients attending existing programs and in the number of services offered to patients and their families

***Early Positions:*** St. Elizabeth Medical Center, Northern Kentucky Chamber of Commerce (Vice President), The Olsten Corporation (Account Manager) and Roth Partnership (Business Development Director).

## **CURRENT PROFESSIONAL AFFILIATIONS & COMMUNITY ENGAGEMENT**

Memberships: Association of Fundraising Professionals (AFP) | Greater Cincinnati Planned Giving Council  
Leadership Council of Human Services Executives

Board Position: Bad Girl Ventures

Volunteer Positions: Presenter for AFP Basics of Fundraising | Presenter for Planned Giving on the Run