

ELLEN VAUGHAN, CFRE

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EXECUTIVE LEVEL LEADER

- Annual Fund Development
- Community Leader
- Corporate Partnerships
- Change Agent
- Stewardship
- Marketing
- Major Gift Development
- Planned Giving and Estate Planning
- Donor Relations
- Special Events
- Marketing
- Volunteer Management
- Storytelling
- Public Relations
- Philanthropy Trends Expert
- Grants
- Advocate for Inclusion
- 2021 Nominee for Nonprofit Professional of the Year by Nonprofits First

Highly motivated veteran fundraising professional with a proven record of experience and achievements in mission driven organizations by establishing endowed funds, exceeding annual fund goals, new donor cultivation, using best stewardship practices, meeting recurring gifts goals, planned giving objectives and procurement of major gifts.

Throughout my career with not for profit organizations I have earned numerous achievements for

- Advanced strategic thinking to conceptualize, penetrate new markets, capture market share, develop long standing and loyal relationships, and build, as well as accelerate, organizational revenue growth and vision.
- Expertise in key aspects of the cultivation and stewardship process, presenting the mission need, overcoming objections
- Strong public speaking, public relations, and special event planning experience, impeccable writing and communication skills
- Big-picture vision, seasoned leadership and tenacity to successfully achieve organizational objectives
- Well-developed leadership and collaborative team building skills as well as donor-centric professionalism

PROFESSIONAL EXPERIENCE

Chief Development Officer

Center for Family Services

August 2022-Present

West Palm Beach, FL

- Raised \$1,000,000+ for the signature Old Bags Luncheon Event; the largest in Center's history, year over year increases exceeding all goals
- Manage a team of three in the office of Development
- Oversee all Grant initiatives; increased grant revenue by 40% since hired
- Directly manage a marketing team with direct reports who manage all social media, website and print initiatives
- Lead on Development Committee for the Board of Directors
- Launched Annual Giving campaigns to reach nonevent attendees
- Created a Planned Giving program
- Member of the C-Suite
- Donor Perfect and Donor Search fluent

Director of Development and Philanthropy

Palm Beach County Food Bank

October 2020-May 2022

Lake Worth Beach, FL

- Raised over \$10,000,000 against a budget of \$3,000,000 this past fiscal year 2020-2021
- Secured one gift from a new donor for 1.6 million to launch a new program called Weekend Food for Kids
- Closed a dozen six figure gifts through cultivation and by demonstrating the impact the donor could make by alleviating hunger in Palm Beach County
- Successfully finished a capital campaign with one final major gift from a new donor not previously engaged with the organization
- Manage a diverse development team who specialize in events, marketing, stewardship, donor relations, and database management
- Launched a Planned Giving program resulting in 6 planned gifts and creating a Legacy Society

Director of Annual Fund Development, Member of the Leadership Team for the President of the University

May 2018 – Jul 2020

Palm Beach Atlantic University

West Palm Beach, FL

- Established the COVID -19 Student Fundraising major gifts for students and families in need so they may continue their education at PBA and in turn increase retention
- Successfully managed a portfolio of over 300 prospects using best and current fundraising practices and stewardship
- Increased percentage by 10% of alumni giving and exceeded fundraising goals in new gifts, repeat gifts, new donors and dollars raised year over year
- Development goals for Annual Fund, Endowment Funds, special projects and Capital Campaigns raised over \$7,000,000; an increase over last year
- Annual Fund: Multi-faceted approach with direct mail, email solicitation, peer to peer fundraising, video production, and stewardship best practices with student engagement and personal visits
- Major Gift Development
 - Moves management approach with personal visits, regional receptions incorporated with best practices in stewardship
 - Accountability to develop middle range donors to a major gift status
 - Identifying and cultivating new donors at a major gift level with repeat gifts through storytelling and demonstration of how their donor dollars made an impact
- Spearhead all Athletics fundraising initiatives by introducing peer to peer campaigns
 - Record breaking numbers 2018-2019 in capturing number of donors, new donors, money raised, and donor retention
- Revitalized and recreated a Planned Giving program
 - Marketing and newsletters, and development of giving societies
- Present Development initiatives at Development Committee meetings to the Board of Trustees
- Endowment Fund establishment and management with high net-worth donors increasing donor dollars to the university year over year
- Grant writing objectives met for new revenue
- Lead on donor prospect research to identify, cultivate and steward donors
- Facilitate student philanthropy through thank-a-thons, senior class gift projects and worship by working with members of the PBA community
- Raiser's Edge-Jenzabar-Paraclete-Constant Contact- Crescendo-Workzone fluent

Chief Development Officer

May 2016 - May 2018

Armory Art Center

West Palm Beach, FL

- Spearheaded two major special events on Palm Beach that exceeded goal year over year
- Cultivation and stewardship of donors, identification of new prospects for Annual Fund, Major Gifts, Capital projects and Planned Giving
- Oversaw a team of a Marketing Director and Grant Writer
- Directed a budget of over \$2,000,000
- Collaborated with the Executive Committee, Board of Directors and led Development Committee
- Introduced new members to the Board with capacity and achieved retention
- Increased number of donors, number of gifts in the Annual Fund year over year
- Led institution with all budgetary strategies in business development and steward donors' dollars

Senior Director for Distinguished Events- East Coast of Florida

Aug 2012 - Apr 2016

American Cancer Society

West Palm Beach, FL

- Successfully managed a portfolio of \$1.8 million of revenue through raising funds through nine galas, a luncheon and two leadership giving societies; North Palm Beach and Miami
- Managed a diverse team of 6 Development Managers in 9 markets- Brevard, Indian River, North Palm Beach, Stuart, Wellington, Boca Raton, Fort Lauderdale, Miami, and Key West
 - Increased revenue year over year and exceeded goals
 - Worked cohesively with planned giving and major gifts for donor prospecting and stewardship
 - Miami- a top 10 market gala for 2015
 - Worked collaboratively with all verticals including hospital systems; bringing in presenting sponsor for Miami Increasing major gifts initiatives through cultivation, stewardship through a moves management process

Executive Director for Palm Beach County

American Cancer Society

- Successfully rebuilt and led a diverse team of 6 managers in the Palm Beach Unit
- Hope Gala 2013
 - Increased attendance and revenue by almost 100% over prior year
- Managed team of community managers for Relay for Life Events and Making Strides Against Breast Cancer walk
 - Total portfolio ran an increase year over year
- Mission Initiatives

- Active involvement in patient services in Palm Beach Unit
- Management of community relationships at local hospitals

Development and Alumni Relations Director

Jun 2008 - Aug 2012

Saint Andrew's School

Boca Raton, FL

- Exceeded Annual Fund goals in both participation and financial objectives
- Identified major gift prospects and cultivated new donors
- Wrote and produced marketing for all appeals, including solicitation mailings and electronic newsletters, magazine publications, HTMLs, use of social media and website management
- Cultivated new donors, steward current donors with personal visits and travel
- Revitalized class agent system for increased participation and dollars towards an Annual Fund
- Worked with Alumni Association Board of Directors to set goals and develop strategic plan
- Executed all alumni special events including; Homecoming and Reunion, Regional Receptions, Phonathons, Senior Class Gift, Young Alumni Thanksgiving Luncheon
- Spearheaded other special events for the school community including Grandparents Days, Board of Trustees dinner, Track Dedication, Middle School Dedication, and the 50th Anniversary Celebration Gala

PHILANTHROPIC LEADERSHIP AND SUPPORT

Selected as a CFRE Ambassador for 2025

January 2025- Present

Mentoring other CFRE candidates

Committee member for the "Lady in Red" event for JLPB

February 2025-Present

Sustainer Ambassador to membership

Member of the Board of Trustees for Mercy High School, Middletown, Connecticut

September 2023-Present

Chair of the Development Committee

Mentor to Director of Development

Advisory Chair for the 60th Anniversary Gala for June 15, 2024

Member of the Board of Directors for Planned Giving Council for Palm Beach County

August 2024-Present

Sponsorship Chair

Public Arbitrator for FINRA

June 2022-Present

Serve the investing public and securities industry by resolving securities related disputes

- Panel member
- Neutral mediator
- Attend hearings and facilitate negotiations
- Apply law, code of ethics and FINRA Rules

Leadership Palm Beach County

Member of the Engage Class of 2024

Committee member for Engage Forward

Current Memberships

Palm Beach Chamber of Commerce

NonProfits First

Florida Atlantic University Alumni Association

NAMI

The Palm Beach Yacht Club

Yale University Art Gallery, New Haven, CT

St. George's Society, New York City

President of the Palm Beach County Chapter

March 2020-December 2022

Association of Fundraising Professionals – AFP, Palm Beach Chapter

- "10 Star" Chapter under my leadership
- Launched a comprehensive campaign for diversity and inclusion for the Chapter and the Board of Directors
- Mentor for up and coming Development professionals in our community
- Chair of BE the CAUSE annual campaign for the AFP Foundation 2018-2022
- Past chair of Government Relations 2018-2019

- Past chair of Audio Conferences 2017-2018

Junior League of the Palm Beaches

Sustainer Membership	2006 - Present 2013-Present
Endowment Chair	2012-2013
Board member and chair of Fund Development	2011-2012
Board member and chair of Strategic Planning	2010-2011
Placement advisor and mentor	2009-2010
Chair of sponsorship (securing major gifts of sponsorship)	2008-2009
Women Volunteer of the Year chair of silent auction	2007-2008
Women Volunteer of the Year member and NYJL transfer	2006-2007

The Sacred Heart School, Lake Worth, FL

Treasurer of Home and School Board	2011 - 2017 Aug 2016- Jun 2017
President of the Advisory Board	2014-2016
Co-Chair for Sacred Heart School Heroes Golf Tournament	2016
Advisory Board member and Chair of Admissions	2013-2015
Advisory Board member to school for all fundraising solicitations and events	2011-2015
Catholic School Management Palm Beach Diocese Board member	2012-2015

EDUCATION

IUPUI Lilly School of Philanthropy, CFRM

Indianapolis, Indiana

CFRE International; awarded designation November 2024

Bachelor of Arts – Communications & French

Florida Atlantic University

Boca Raton, FL

Cambridge University, Cambridge, England

Selwyn College