

# Valerie Costa

+1 201-744-0601 · valerieannecosta@gmail.com

## Summary

Recognized for creative and adaptive approaches to organizational development to organizations in the non-profit sector. Skilled in assessing short and long-term organizational needs and providing expertise complementing team members, with an eye to building capacity for long-term results. Core skills: Project management, resource generation, coaching, writing, research, CRM selection and deployment.

## Experience

**350 Seattle**, Seattle, WA

Jan. 2017 – Present

**Interim Executive Director** (May 2020 – Nov. 2021); **Staff Collective member** (Jan. 2017 – Nov. 2019)

- Led 350 Seattle through a restructuring process that distributed power across the organization, tripled the size of leadership and increased impact and volunteer engagement significantly. Nationally recognized structural model.
- Grew organization's budget from \$15,000 to \$850,000 in five years, with funding coming from diverse sources
- Project managed multiple large and complex events, including one with over 2,000 participants spanning 4 days, all on a limited budget.
- Campaign strategist 350 Seattle's Seattle for a Green New Deal campaign, Defund/Divestment work (targeting the finance sector's funding of fossil fuel projects), and Fossil Fuel Resistance campaigns.
- Started 350 Seattle Action, a 501c4 political sister organization to 350 Seattle. Issued endorsements over the last two years and is mobilizing people to vote for climate champions.

**Aril Consulting**, Seattle, WA

Jan. 2011 – Nov. 2019

### **Founder**

*A management consulting firm directed to assist and advance the development and sustainability of non profit organizations.*

- Consulted with more than a dozen organizations to develop and successfully execute their first fundraising plan.
- Extensive track record of helping clients double, even triple fundraising revenue within the first year of work together.

- Developed peer-to-peer fundraising events that engaged their members to fundraise for the organization and increased their confidence in asking for money and support.
- Established record of strong foundation retention based on prioritizing stewardship and authentic connection. Multiple foundations sustained giving and introduced organization to new funding networks.
- Conducted development assessments resulting in the reduction on reliance on event revenue and increase in individual donor cultivation, increasing revenue and decreasing workload.
- Reorganized Raiser's Edge coding schemes and data entry protocols to allow for reconciliation with accounting to meet auditors' internal controls suggestions.
- Coached Executive Directors to be successful fundraisers.

**Sound Generations**, Seattle, WA

Nov. 2004 – Apr. 2010

***Vice President/Chief Development Officer***

*Development generalist excelling in managing a diverse revenue generation plan.*

- Directed all private sector fundraising and community relations efforts. Included oversight of all development functions (major gifts and planned giving, events, corporate and foundation support, annual campaign, direct mail, and online fundraising), \$3 million endowment, as well as agency public relations and marketing.
- Ensured that agency fundraising goals (\$2.4 million in 2010) were met through the creation and management of annual development plan and budgets.
- Background in organizing allows me to better “connect the dots” to engage as many people as possible in fundraising. Notable progress in “building a culture of philanthropy” within the organization.
- Participated in Executive Team, advising on agency-wide issues and strategic planning.
- Managed 30,000+ constituent database, Raiser's Edge, overseeing all gift and constituent entry.
- Prior positions held include Evaluation & Accountability Manager, Grants & Online Fundraising Manager, Development & Communications Associate, & Admin Asst.

**Education**

- B.A. in History & International Relations, Boston University. Sept. 1999—Jan 2003
- Certificate in Fundraising Management, Univ. of Washington, Oct. 2006 – May 2007
- Certificate in Sustainable Building & Design, Yestermorrow D/B School

**Skills & Training**

Software & Web Design: Proficient in Microsoft Office Suite and Adobe Creative Suite. Expert knowledge of Raiser's Edge, NationBuilder, EveryAction and CiviCRM development databases. Proficient in Salesforce and Wordpress. Designed multiple webpages.

Relevant Trainings: Completed Undoing Institutional Racism and Beyond Inclusion trainings; Rockwood Leadership Institute, Art of Leadership