



# MAYA HEMACHANDRA

NONPROFIT STRATEGIST

## CONTACT

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## COMMUNITY INVOLVEMENT

### Everett Station District Authority

Board Member 2023

### Women of Color in Philanthropy

Volunteer Mentor 2021-Current

### AFP Advancement Northwest

President - Elect 2020-21

Board Member 2016-18, 2020-21

Member (including NDOA) 2005 - Current

### Girl Scouts of Western WA

Troop Treasurer 2019-21

Troop Leader 2014-19

### North Sound Development Officers

#### Association

Vice President of the Board 2009-10

Board Member 2008-10

## PROFILE

Nonprofit executive with nearly 20 years of experience building inclusive teams, developing innovative strategy, and achieving fundraising goals. Focused on agencies committed to addressing poverty with an equitable approach in Washington State and beyond.

## DEGREES RECEIVED

### MASTER IN PUBLIC ADMINISTRATION 2008

Daniel J Evans School of Public Policy & Governance,  
University of Washington  
Capstone Project: Churn Analysis and Recommendations for Donor Retention

### BACHELOR OF SCIENCE 2001

Self-Defined Major in Biological Anthropology  
Dietrich College of Humanities and Social Sciences  
Carnegie Mellon University

Research under the direction of A. Javier Lopez: Alternative Splicing of Ultrabithorax mRNAs of *Drosophila melanogaster*

## PROFESSIONAL EDUCATION

### LEADING FOR RACIAL EQUITY 2019

Leadership Snohomish County  
Inaugural Cohort

### CERTIFICATE IN CONTENT STRATEGY 2018

Professional and Continuing Education  
University of Washington

### SIGNATURE LEADERSHIP PROGRAM 2013

Leadership Snohomish County  
Capstone Project: Recommendations for KSER Public Radio  
Community Programming

### CERTIFICATE IN NONPROFIT MANAGEMENT 2006

Professional and Continuing Education  
University of Washington

## AWARDS

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### CERTIFIED FUNDRAISING EXECUTIVE (CFRE)

CFRE International  
2014, 2017, 2020, 2023

### MEMBER SCHOLAR

Association of Fundraising Professionals (AFP)  
2014

### PROFESSIONAL DEVELOPMENT AWARD

Northwest Development Officers Association (NDOA)  
2005, 2006

### MOST OUTSTANDING SPEAKER

United Way of Snohomish County Campaign Executive Award  
2005

## PROFESSIONAL EXPERIENCE

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### OWNER & PRINCIPAL

#### Sambar Nonprofit Solutions llc

JANUARY 2023 - Present

- Interim President & CEO at United Way Snohomish County (07/23 - current)
  - Stabilize staffing to address turnover and budget issues
  - Hire and supervise contractors to ensure the accuracy of financial paperwork and completion of overdue audit
  - Assess organizational assets and liabilities and create a plan to ensure community impact while minimizing organizational spending
  - Support the Board of Directors to make strategic decisions on the agency future including listing the headquarters for sale and considering potential merger opportunities
- Major Gifts Consultant at United Way of King County.
  - Analyze organizational fundraising strategies and create recommendations to address procedures that hampered growth
  - Coach emerging leaders, especially BIPOC staff, to build success
  - Advocate for the fundraising team during a leadership transition
- Train around equitable leadership strategies including Community Centric Fundraising, Board Engagement in Fundraising, and Endowments.
- Other clients include: Homestead Community Land Trust, CampFire Snohomish County, Pacific Community Ventures, The Goodtimes Project, and Entre Hermanos

### CHIEF DEVELOPMENT OFFICER

#### Treehouse

2021 - 2022

- **Oversaw all fundraising, marketing, communications, and volunteer engagement strategies to generate \$14m in private revenue to remove barriers for youth experiencing foster care in school and beyond.**
- Rebuilt team of 20 by hiring 8 new staff, balancing management portfolios, creating intentional culture and setting strategic direction
- Reinvigorated annual Luncheon fundraiser by incorporating a virtual element including filming onsite in Spokane to reach audiences outside the Greater Seattle area
- Produced Resilience in Foster Care film to uplift voices of youth who experienced foster care. Premiered on KOMO TV in May 2022.
- Drafted all executive correspondence including speeches, articles in Puget Sound Business Journal, and agency blog posts.
- Partnered with other agency leadership to address emerging issues including pandemic contract requirements and return-to-office policies, pay equity assessment, data security concerns, budget challenges, equitable hiring processes, and the gift of an ownership stake in a commercial property

# EXPERIENCE CONTINUED

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## RESOURCE DEVELOPMENT DIRECTOR

### Solid Ground

2016 - 2021

- **Led team of 12 to raise \$34m in revenue and 140,000 National Service & volunteer hours to end poverty and eliminate racism & other oppressions.**
- Centralized over \$20m of complex government RFP submissions to ensure quality and consistency. Created a comprehensive agency strategy to advocate for increased public funding at city, county, and Federal levels.
- Increased annual private revenue from \$1.6m to \$7.1m over four years, exceeding goal each year, by creating a diversified development plan and recruiting and empowering a team of high performers.
- Raised over \$4.5m in COVID-19 relief funds through public and private sources ensuring agency ability to meet increased need for food access, rental assistance, and digital education resources during the pandemic.
- Revamped events to increase mission-alignment and target key audiences resulting in a first-ever \$50,000 presenting sponsorship.
- Managed crisis communications to donors following the police-related shooting of resident and subsequent highly publicized lawsuit.

## VARIOUS ROLES

### United Way of Snohomish County

Vice President of Engagement	2015-16
Director of Individual Giving	2013-15
Senior Manager of Investor Relations	2011-13
Donor Relations Manager	2007-09
Campaign Executive	2005

- **Promoted through fundraising hierarchy, ultimately responsible for all Resource Development functions to raise \$9.6m with a dedicated staff of 9 to break the cycle of poverty in Snohomish County.**
- Co-lead for Community Conversations initiative that solicited feedback from 400 county residents. Prepared award-winning summary report and co-authored resulting strategic plan.
- Staff lead to various volunteer leadership committees including the Workplace Campaign Committee & Tocqueville Chairs.
- Implemented organizational Relationship Management initiative, bringing together a cross-functional team to create and execute a 3-plan to improve agency practices.
- Built strong relationships with 60+ major donors and key corporations including Premera, Nordstrom, Campbell's Stockpot, Costco, and AT&T to increase individual and workplace donations.
- Supported the revitalization of the agency Endowment through updates to the gift acceptance policy, investment policy, and promotional events including a luncheon and gala. Secured \$117,000 bequest and created strategies to increase the endowment by \$75,000 during the 75th anniversary.

## EXPERIENCE CONTINUED

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### ASSOCIATE DIRECTOR OF DEVELOPMENT

#### Women's Funding Alliance

2010-11

- Oversaw all planning, budgeting and execution of fundraising strategies relating to the Annual Fund including direct mail, renewals, new donor outreach, house parties and other small events. Instituted "Loyal Donors" recognition for donors of 5+ years and created plans to grow two affinity groups.
- Coordinated workplace campaign efforts for Women's Funding Alliance and partners including promotional materials and outreach appearances at county, federal, city and individual workplaces.
- Created the plan for a film screening series to reach new donors and position Women's Funding Alliance as a thought leader.
- Managed relationships with a portfolio of 200 donors above \$500, identifying prospects to upgrade to major donors and renewing support.

### DEVELOPMENT ASSISTANT

#### Seattle (Evergreen) Goodwill

2006-07

- Procured, organized and tracked sponsors, items, donors and guests for An Evening of Stars 2006 and 2007 gala auctions, which each raised over \$290,000 for Goodwill programs. Packaged items for sale and created catalog descriptions.
- Trained volunteers on database protocols and auction procedures, oversaw An Evening of Stars 2006 and 2007 registration and checkout stations and reconciled purchases.
- Evaluated Return on Investment for the Development Department and individual fundraising strategies across the agency and in comparison to other Goodwill chapters.
- Processed donations, created mailing lists, coordinated direct mail and reconciled Fiscal Year 2006 with accounting.
- Administrator for Sage MP 50 and Auction Tracker databases.

### SALES ASSOCIATE

#### Ann Taylor Loft

2005-06

### VOLUNTEER COORDINATOR

#### Childhaven

2004

### EVENTS & AUDIO-VISUAL COORDINATOR

#### Shoreline Public Schools

2002-2003

### TECHNOLOGY EDUCATION SPECIALIST

#### Literacy\*AmeriCorps, at the Seattle Public Library

2001-02

## COURSES TAUGHT

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### CERTIFICATE IN FUNDRAISING MANAGEMENT

University of Washington Professional & Continuing Education  
2019 - Current

- Lead instructor for the third quarter - Advanced Fundraising Strategies & Launching Your Career since 2020
- Created two online versions of the course - a group-paced version with weekly virtual instruction and a completely asynchronous version. Converted lectures to video segments and assignments to a variety of online discussion boards and activities. Current instructor for both the asynchronous and group-paced format, one in spring and one in fall.
- Partnered with college leadership to identify new learning objectives and revamped curriculum to ensure those goals were met.
- Identify and invite a variety of speakers in the nonprofit sector to share their experiences with participants each time the course is offered
- Update curriculum to include emerging trends including Community Centric Fundraising, AI, and an ever-expanding variety of fundraising technology

### CERTIFICATE IN NONPROFIT MANAGEMENT

University of Washington Professional & Continuing Education  
2018 - 2019

- Team instructor for the first quarter, NMPC 110 Introduction to Nonprofit Management
- Partnered with fellow instructors to create class plans that provided a survey of nonprofit leadership topics including nonprofit structure, board development, human resources, budgeting, fundraising, and community engagement

## SPEAKING & FACILITATION

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### Endowment 101

The Goodtimes Project 08/2023

### Board Fundraising 101

Homestead Community Land Trust 03/2023

CampFire Snohomish County 02/2023

### Introduction to Community Centric Fundraising

Edmonds Center for the Arts 09/2022

### It Just Didn't Work Out: Reflections from Fundraisers of Color

AFP Advancement Northwest Annual Conference 05/2021

with Janeka Rector, Javier Wolmendorf, Chris Rhoads & Tina Kuckkhan

## SPEAKING & FACILITATION CONTINUED

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### **Ethics in Healthcare Spotlight Session**

Association of Fundraising Professionals Global 04/2021  
with Kevin Foyle, Gina Johnson & Ken Mayhew

### **Ethics Summit**

AFP Advancement Northwest 02/2021  
with Peter Drury, Rehana Lanewala & Lee Lambert

### **When Well-Meaning Donors Say Horrible Things**

AFP Advancement Northwest Annual Conference 06/2018  
with Christina Reiko Shimizu & Reagen Price

### **Lightning Keynote: Magic & Microaggressions**

AFP Advancement Northwest Annual Conference 06/2018

### **How to Reframe Your Program's Impact in a Changing World**

AFP Advancement Northwest Forum on Strategic Fundraising 06/2017