

*“Dynamic Executive with a  
Passion for Good Causes”*

Southern California  
310.463.9122 cell | 626.744.0593 home office

## CAREER SUMMARY

### Key Competencies

Annual Giving ▪ Capital Campaigns  
Marketing and Social Media  
Budgetary and Fiscal Management  
Gift Planning ▪ Major Gifts  
Special Events ▪ Strategic Planning

### Fundraising Credentials

CERTIFIED FUNDRAISING EXECUTIVE (CFRE)  
CFRE International, 2019  
DATABASE ADMINISTRATOR  
Raisers Edge by Blackbaud, 2017

### Education

MASTER IN FINE ARTS, Writing Program  
Vermont College of Fine Arts  
Montpelier, Vermont

BACHELOR OF ARTS, Arts and Sciences  
Northwestern University, Evanston, Illinois

NEGOTIATION, STRATEGIC PLANNING, &  
ORGANIZATIONAL BEHAVIOR  
Edinburgh MBA Program,  
Heriot-Watt University  
Edinburgh, United Kingdom

### Affiliations

ARTESIA CHAMBER OF COMMERCE  
Executive Board Member and Director  
CERRITOS CHAMBER OF COMMERCE  
Director and Fundraising Committee  
PASADENA ALUMNAE ASSN OF KKT  
Past President and Philanthropy Chair;  
POETRY SOCIETY OF AMERICA  
Southern Committee Member

# Monica Lee Copeland, MFA, CFRE

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## PROFESSIONAL RESUME

### Employment Objective

“Big-idea” and trustworthy senior executive wants to leverage 20+ years of team-centered business management, tech savvy marketing, and donor-focused development experience to become the chief storyteller, brand advocate, and major fundraiser for a nonprofit organization or institution of higher learning.

### Career Profile

Proactive executive that orchestrates programmatic initiatives, solicits philanthropic fundraising, and rallies board members, donors, and external shareholders to achieve the mission. A self-starter who diligently balances the need for infrastructure, automation, and team collaboration to achieve high-impact ROI. Career fundraising total of over \$250 MM.

### Key Achievements in Fundraising Positions

**Chief Development Officer.** Cerritos College Foundation, Norwalk, California. *November 2017 to present.*

- Promoted from Senior Development Officer after 4-months.
- Secured \$1 MM gift (1<sup>st</sup>-ever Endowed Scholar at a US community college) and millions in new scholarships funds and bequests.
- Raised over \$7.2 MM in comprehensive capital campaign funds by guiding Campaign Leadership Committee to generate and qualify suspects, including authoring CCPRO award-winning external case.
- Increased assets under management to \$8 MM up 70% since 2017 by stewarding and cultivating a portfolio of 125 major gift donors.
- Authored and programmed new website, [www.Cerritoscf.org](http://www.Cerritoscf.org).

**Chief Executive Officer and Owner.** MLC & Company, Fundraising and Marketing Solutions, Pasadena, California. *January 2003 to June 2014.*

- Generated ROI and hands-on fundraising implementation solutions as the immersed Chief Development Officer for 10+ NGOs.
- Secured \$5 MM in major gifts and directed a \$2.5 MM annual campaign for the Centers for Spiritual Living, formerly UCRS.
- Netted \$250K, \$85K and \$100k producing galas for Agape International Spiritual Center, Pasadena Pops Orchestra, and Agape.
- Helped raise \$50 MM as part of Obama 2008 fundraising group.
- Prepared 990s and Annual Reports; Directed budgets up to \$30 MM.

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### Selected MLC & Co Clients

#### *Non-Profit Organizations*

Agape International Spiritual Center  
CA African-American Museum (CAAM)  
Centers for Spiritual Living/UCRS  
Guidance Church  
Indelible Ink  
Inside Out  
KidSave International  
Pasadena Pops Orchestra  
Verbum Dei High School  
Vermont College of Fine Arts

#### *For-Profit Organizations*

American General Contractors  
American General Design  
College Launch and Graduate Launch  
Grasta Solutions International  
RVM & Associates, Inc.

### Skills and Tools

**SOCIAL MEDIA:** BB Everyday Hero,  
Facebook, LinkedIn, and Instagram.

**OFFICE:** MS Office Suite, Amazon/Google  
Cloud, DropBox, Evernote, Mail Chimp,  
Skype, and Zoom.

**CREATIVE:** Adobe Illustrator, InDesign,  
and Photoshop; and, WordPress.

**CRMS:** Donor Perfect, Insightly, Raisers  
Edge Nxt, Salesforce NP, and Zoho CRM.

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## Key Achievements in Fundraising Positions, *continued*

### **CEO, MLC & Company, *continued***

- Raised \$6 MM for Capital Campaign and increased annual tithes by \$57% utilizing 600-person volunteer committee as the Immersed Development Director for Agape International Spiritual Center.
- Developed and executed Strategic Development Plans to secure and cultivate board members, donors, alumnae groups, corporate sponsors, and funders for Agape, UCRS, CAAM, and Pasadena Pops.

**Founder and Executive Director.** Indelible Ink; a Vanguard Performance Art Series. Pasadena, California. *January 2009 to December 2013.*

- Founded, curated, and hosted a literary arts organization featuring seminal writers Eloise Klein Healy, James Ragan, S. Pearl Sharp, and Wanda Coleman among others.
- Won three grants from the City of Pasadena, Dept. of Cultural Affairs.

**Assistant Project Director, Marketing & Sales,** IBM-Kenexa, Omaha, Nebraska. Consulting contract. *November 1999 to November 2000.*

- Converted a SBU of a \$733MM 501(c) nonprofit into a for-profit corporation, directing a \$5 million budget, earning the client \$18 million, and TalentPoint \$7 million in consulting revenue.
- Supervised 15 sales and vertical marketing consultants, client's 25-person marketing team, and a 20-person call center for \$733MM client.

**Associate Director, Corporate Sponsorships and Field Marketing,** DARE, Inc., (subsidiary of DARE America), Los Angeles, CA. *January 1997 to March 1998.*

- Generated \$5 million in corporate sponsorships and \$2 million for local offices for D.A.R.E. America by directing a global DARE, Inc. portfolio of revenue-generating programs sponsored by M&M/MARS, Mattel, Kmart Corporation, Polaroid Corporation, among others.
- Promoted programs throughout DARE Network (i.e. 35,000 officers and 35 million annual program users) internationally.
- Produced Boxers against Violence benefit which netted \$10 MM featuring Sugar Ray Leonard and George Foreman among others.

## Other Professional Roles

**Chief Marketing Officer.** Stone Ally, LLC, N. Hollywood, California. Fractional contract. *October 2015 to November 2017.*

**Interim Vice President, Corporate Communications.** Clarke Financial Group, Irvine, California. Fractional Contract. *June 2014 to March 2015.*

**Curator and Lecturer.** Diversity Fireside Chat Series, Vermont College of Fine Arts, Montpelier, Vermont. *Winter 2012 to Winter 2015.*

**Account Director and Senior Writer,** the Idea Zoo, Transamerica, Los Angeles, California. *September 2000 to February 2002.*