

Sherry Wacasey Holland

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PROFESSIONAL SUMMARY

I have extensive knowledge, experience, and success in nonprofit management, including directing the organization as the primary leader, donor development and fund-raising, community/collaboration development, program and volunteer management, communications, event management, marketing/branding, community education, client education, grant writing/management, social media management, vision casting/strategic planning, financial restructuring, earned revenue management and leadership development.

PROFESSIONAL EXPERIENCE

Purpose Consulting, Greenville, TX

Owner/Operator

2014 - present

Organization types:

Schools, for-profits, nonprofits small to large, -rural, local and regional, rural and urban, start-ups and mature organizations

Deliverables:

- Feasibility studies
- Strategic planning
- Budgeting
- Branding, brand personality and brand driven communications and mission/vision statements
- Training in leadership, branding, and collaborations
- Developing fund-raising strategies and seeing them through the implementation process
- Staff reorganization
- Web Development
- Customer Satisfaction and Perception Surveys
- Adult and Youth Leadership Development
- Curriculum Development and Training
- Community Engagement Strategies through implementation
- Program Development from concept through implementation
- Grant Writing
- Process Strategies and Outcomes
- Start-ups
- Organizational Partnership Development Local and International

Recent clients: (2020-present)

Trevor Wade Daniel Foundation-supports families and patients experiencing childhood cancer

Start-up strategies for funding, branding, communications, administration, budgeting
Community Seeds - supports people in need of regaining life stability
Branding, communications, grant support, event redesign and implementation

Long-term client: (2014-present)

Greenville Christian School

Fund Development, including grant writing
Communications/Marketing/Branding/Publications/Social Media
Volunteer recruitment/management
Community Building/Event Management
Student Leadership Development and Training

EMPLOYED EXPERIENCE:

The Arc Collin, Dallas, Rockwall counties, Dallas, TX (IDD quality of life organization)

<i>Executive Director</i>	2005-2014
<i>Community/Family Education Director</i>	2001-2005
<i>Community/Media Relations Specialist</i>	1998-2001

Oversaw all aspects of a \$1.7 million non-profit 501(c)3 agency. Revenue shifted from 75% United Way funded to a profit-driven model. Revenue was generated from county contracts, grants, donations, and earned income through contractual services creating a social enterprise in five locations in partnership with churches for use of their facilities and volunteers. The result was decreased costs, increased revenue, broadened geographic accessibility and increased resources for improved programming.

- **PROGRAM DEVELOPMENT –**

- Created, developed and sustained five day habilitation centers for adults with intellectual disabilities, ranking in the top three in service delivery in the DFW area. These centers were the agency's profit center to help provide funding to support other programming.
- Developed and sustained a private guardianship program for 30 adults.
- Developed and grew collaboration with Region X Education Service Center for regional Ability Expos.
- Developed and grew a leadership training and advocacy program for adults.
- Developed and implemented a collaborative art and art exhibition program.
- Developed and sustained two summer day camps for children with disabilities.

- **BUSINESS STRATEGY –** Diversified income, including the development of new services as profit centers to replace the loss of United Way funding which accounted for 75% of the agency's income while maintaining core services. The drop was the result of a general shift in the outcomes they were funding.

- **ADMINISTRATIVE OVERSIGHT –** Worked with the finance committee to oversee and direct agency finances including budgeting, revenue, expenses, reporting, investments, fund-raising and audits. Oversaw and directed all communications and marketing including website, publications, video, brand development, brand management, and constituent communications. Oversaw compilation and reporting of agency and program data. Oversaw facilities, contracts, insurance and all human resource functions. Oversaw and managed all related staff and contractors.

- **BOARD RELATIONS** – Recruited and trained new directors in collaboration with board officers. Assisted committees in strategy, volunteer recruitment, resource acquisition and implementation to meet goals.
- **BRAND DELIVERY** – Oversight in working locally with the national parent organization on re-branding and brand delivery including developing branded websites, promotional materials, newsletters and communications. Developing brands for programs under the umbrella of the overall brand, both new and existing, aligning with brand personality and values
- **FUNDRAISING** – Worked with the board to develop online giving, year-end asks, and events. Obtained grants to start, develop and help sustain programs. Contracted with the county to develop and sustain a guardianship program.
- **EDUCATION** – Educated and trained staff, families, and community members about disability related issues, person-centered planning, branding, brand management, publications, advocacy and other topics.
- **EVENTS** – Developed, managed and sustained a variety of awareness, celebratory, educational, advocacy and fund-raising events.
- **COLLABORATIONS** – Developed, implemented and led the Developmental Disabilities Network of North Texas which was composed of related nonprofit representatives, education professionals and corporate representatives who had a vested interest in addressing greater community needs and issues. We created March for Respect which was attended by 5,000+ each year, worked together to address the needs of Katrina evacuees, collaborated on media projects that addressed comprehensive needs of our constituents, collaborated with Region X Education Service Center to develop and implement school information fairs for families of students with disabilities.

The Greenville Chamber

Membership and Member Benefit Program Development Director
 Tourism Development
 Event Development/Management

PROFESSIONAL DEVELOPMENT

- Texas A&M, Commerce, BA English/Spanish, Emphasis in Communication/Business
- Center for Nonprofit Management: Strategic Planning, Marketing, Fund-raising, Communications, Leadership Development, Technology and many more.
- Advocacy Training Services Training through: The Arc of the United States, The Arc of Texas, Texas Guardianship Association, DR Wilkes Consulting, WrightsLaw Consulting, Metrocare Services, and many more.
- Grant Writing and Collaborative Funding Workshops
- Chamber of Commerce program training through organizational affiliates.
- Professional Education/Sales Training
- Strengths Finder and TeamSight experience

PROFICIENCIES

- Volunteer Management
- Grant Writing
- Leadership/ Leadership Development
- Mission and brand development/strategies
- Media campaigns and marketing strategies
- Community development/Communications
- Written communications including grant writing and marketing publications
- Strategic planning
- Program development/management
- Collaborative ventures
- Event Development/Management
- Revenue Development/Financial Management
- Education