

## Kristi Long

- Results oriented leader with a demonstrated ability to create and motivate efforts among staff and volunteers
- Cultivates corporate and community partnerships to create, build and achieve United Way's community goals
- Guides Board in implementing short-term and long-term goals and ensuring fiscal integrity of the organization

### Education:

**University of Nebraska at Kearney** • BS, Journalism and Public Relations • Kearney, Nebraska

### Professional Experience:

#### **2002 - Present • President and Chief Executive Officer**

United Way of Lake County • Gurnee, Illinois

- Engaged Board of Directors in transformation of United Way's community role from that of a safety net to a community impact organization targeting core issues to create measurable, systemic change
- Guided development of a new strategic vision for United Way focused on improving community conditions by:
  - increasing the percentage of students ready for kindergarten
  - narrowing the racial achievement gap in 4<sup>th</sup> grade reading scores in our largest school district
- Early childhood programming increased kindergarten readiness from 6% in 2006 to 48% in 2015.
- Raised \$2.5 million to build *Center for Community Leadership* - houses UW office and non-profit conference space
- Launched Women's Leadership Council which supports United Way's focus on education
  - WLC actively supports *Success By 6* programming expansion through volunteerism and financial gifts
- Outsourced finance, pledge processing and IT operations to UW of Metro Chicago - annual savings over \$100,000
- Due to lack of 2-1-1 in Illinois, partnered with local government, foundation and corporate sponsor to develop and manage web-based searchable database of health and human service information: FindHelpLakeCounty.org
- Shifted Resource Development strategy to emphasize building meaningful relationships with donors that engage individuals in our community impact goals

#### **1996 - 2002 • Chief Operating Officer**

#### **1992 - 1996 • Vice President, Resource and Marketing**

United Way of Salt Lake • Salt Lake City, Utah

- Increased annual campaign from \$5.4 to \$7.9 million from 1992 to 2000
- Increased leadership giving revenues from \$520,000 to \$1,865,000 from 1992 to 1998

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- Successful in meeting annual objectives outlined in strategic plan

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### Professional Experience continued:

#### 1988 - 1992 • Portfolio Director

United Way Services • Cleveland, Ohio

- Responsible for \$10 million of an annual \$50 million campaign
- Trained 150+ loaned executives annually

#### 1985 - 1998 • Vice President, Campaign and Marketing

United Way of Dutchess County • Poughkeepsie, New York

- Managed annual campaign and major gifts
- Increased campaign from \$3.3 million to \$4.2 million

#### 1983 - 1985 • Campaign and Special Events Staff

United Way of the Midlands • Omaha, Nebraska

- Responsible for \$3 million of \$9 million campaign
- Planned and executed all special events

### Volunteer Experience:

Workforce Investment Board of Lake County

Lake County Partners Board Member, Economic Development

College of Lake County, President's Advisory Board

Junior League

Leadership Utah, Salt Lake Chamber of Commerce