

## Contact

## Top Skills

Philanthropy

Leadership

Community Outreach

## Honors-Awards

TED Finalist for “Ads Worth Spreading.”

“Make a Difference Day” Award, 2011 Hometown Huddle with Chicago Bears.

Campaign for Grade Level Reading Pacesetter Award, 2014 and 2015

Family Engagement for High School Success.

Member, Women’s Leadership Council.

# Kristi Long

CEO, President, COO – Nonprofits | Organizational Transformation  
| Corporate Philanthropy | Mission Success  
Greater Chicago Area

## Summary

- [REDACTED] •

Innovating and identifying new opportunities that enable mission success is my passion.

Creating and executing the forward-looking strategies that energize and align organizations to new levels of performance and productivity is my specialty. Focused on evolving organizations from “good” to exceptional, I work with all stakeholders – Board, communities, educators, business leaders, team members – to build the cultures of collaboration and sharing of best practices that enable powerful and positive change. A skilled networker and program innovator, I am often called upon to provide insight to corporate partners at the intersection of community funding needs and corporate funding decisions. I am recognized across United Way for transitioning trends into new opportunities that help organizations – and their communities – build exciting futures. Noted for:

### SUSTAINABLE COMMUNITY IMPACT

Increased kindergarten readiness scores from 6% to 48% in Lake County’s largest, low-income school district (17,000 students) through launch of “Success By 6.” Raised an additional \$550K annually since 2010 to support kindergarten readiness and reading by 3rd grade.

### ORGANIZATIONAL TRANSFORMATION

Completely revamped UW organization. Led transition from a corporate dependent United Way to a diverse funding base that increased revenues from individual donors and foundations. Grew endowment revenues from \$1.9M to \$4.6M. Created strategy that engaged community in Cradle to Career educational initiatives with a focus on early learning and early literacy.

## INNOVATIVE MINDSET

Created “Mission Moments” opportunities that enabled major donors, board members and key community members to experience first-hand what transpires in low-income schools.

## INSIGHTFUL LEADERSHIP

Engaged an extremely active 30-member Board who worked in partnership to tackle tough decisions and build innovative programming. Recruited new board members to support investment in technology.

---

## Experience

United Way of Lake County

President and CEO – United Way of Lake County (UWLC) |  
Organizational Transformation

2002 - Present

Gurnee, IL

CORPORATE RELATIONSHIP BUILDER | CHANGE CATALYST |  
THOUGHT LEADER | STRATEGIC PARTNERSHIP DEVELOPMENT

Reinvented United Way of Lake County. Transitioned organizational model to one focused on education as a method to disrupt the cycle of poverty and enhance the viability of the future workforce. Developed and launched highly innovative strategies and programs, while spearheading a complete cultural transformation of the Board to improve engagement. Today, large corporate donors play an extremely active, hands-on role and have pledged foundation gifts in support of UWLC education programs. Currently oversee 24 staff and multimillion-dollar budget.

## CULTURAL TRANSFORMATION

\* Positioned Board as key strategic partners in improving donor engagement. Significantly increased financial support through sponsorships, grants, and giving for education focused programs.

## COMMUNITY ASSESSMENT | NEW PROGRAM DEVELOPMENT, CONSOLIDATION AND RESTRUCTURE

\* Success by Six. Developed a ground-breaking, multi-layered program to address Kindergarten readiness in high poverty communities. Resulted in an increase from 6% in 2006 to 48% in 2015 in kindergarten readiness in largest

area school district. Replicated programs to three additional school districts. Raised an additional \$550K annually since 2010 to support kindergarten readiness.

#### EXPANSION OF DONOR ROLE IN COMMUNITY EFFORTS

\* Positioned educational outcomes to match major donors' interests – both corporate and individual giving. Secured new corporate and family foundation grants to specifically fund programs. Raised \$550K+ annually for early learning, early literacy and high school graduation programs.

#### INNOVATIVE FUND RAISING

\* Launched, in 2013, Women's Leadership Council that supports UWLC's focus on early literacy programming expansion through volunteerism and donations. Granted \$130K in 2018 modeled on "Giving Circles." (or place this somewhere having to do with fund raising)

#### United Way of Salt Lake

Chief Operating Officer | Vice President, Resource Development and Marketing | Leadership

1992 - 2002 (11 years)

Salt Lake City, UT

#### OPERATIONAL IMPROVEMENT | BUSINESS STRATEGY DESIGN AND IMPLEMENTATION

Chief Operating Officer – United Way of Salt Lake City, UT (1996–2002)

Vice President, Resource Development and Marketing – United Way of Salt Lake City, UT (1992-1996)

Integrated marketing with resource development to combat stagnant fundraising efforts, increased board involvement, consolidated volunteers, and drove unified donor development. Promoted to COO in 1996 due to outstanding success, expanding role to include strategic oversight, and management of day to day operations. Ultimately led team of 20 Associates responsible for resource development, marketing, communications, finance, labor and IT. Managed multimillion-dollar budget.

#### CONSOLIDATION OF DEPARTMENTS

\* Transitioned organization from a siloed entity to a strong cohesive organization. Recruited new talent; created and rolled out new strategies and

best practices; and developed campaign that significantly increased Board engagement.

#### REVENUE GROWTH

\* Increased annual campaign from \$5.4M to \$7.9M, an average of 6%+ annually.

\* Grew leadership giving revenues from \$520K to \$1.9M.

#### PROGRAM DEVELOPMENT

Expanded foundation and major gifts to support a neighborhood model for identifying and matching at-risk families with needed early-learning services.

#### FUNDRAISING

Raised \$2.3M for early childhood development program "Success By 6" during first four years of development.

#### EXCEEDS EXPECTATIONS

Consistently met and exceeded annual objectives in strategic plan.

#### United Way of Greater Cleveland

Portfolio Director | Fund Raising | Presentations | Relationship Development | CEO Staffing

1988 - 1992 (5 years)

Trained 125 executives; staffed Sherwin Williams, Bank One, and Cleveland Clinic

#### United Way of Dutchess-Orange Region

Vice President, Fundraising and Marketing | Relationship Management | Team Leadership

1985 - 1988 (4 years)

---

## Education

University of Nebraska at Kearney

Bachelor of Science - BS, Journalism